Tetra Pak Magazine 1, 1956.

Every company needs a customer magazine to make itself well-known—and to remain so.

This was already his firm conviction, when Dr Ruben Rausing founded Tetra Pak.

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An idea becomes reality
By means of a minimum of raw materials a hygienic, economical and easily transportable food package for milk was created and it could be used anywhere in the world.
Our company was founded 60 years ago on the idea to rationalise the distribution of foods by way of consumer packages adapted to their purposes and by proper transport packing. In order to establish a good brand name and spread information about the company, it was decided to introduce a customer magazine that would impress the readers and that was both international and exclusive.

Today we can proudly say that this idea has been realized and the company has fulfilled a function in the social fabric. The progress has been achieved with the support and confidence of our customers and our highly efficient partners throughout the years, as well as the efforts and assistance of all our employees, suppliers and many others who work on Tetra Pak’s behalf all over the world.

The first issue of the customer magazine, Tetra Pak Magazine, appeared in 1956. With this 100th edition we want to demonstrate how we carry out our responsibilities and will continue to earn the trust that we have received, also in the future.
Woman in former Northern Rhodesia, now Zambia. From Tetra Pak Magazine No.6, 1959.
PROTECTS WHAT’S GOOD

Tetra Pak produces processing and packaging equipment for food. Furthermore, we also protect the food and, at the same time, do our best to preserve the environment.

Tetra Pak’s motto, PROTECTS WHAT’S GOOD, expresses the fundamental philosophy of how we conduct our business. This is an extension of the company’s vision: to make food safe and available everywhere, and is the guiding principle of the way that we work throughout the food chain.

Although this motto was not officially adopted until 2003, PROTECTS WHAT’S GOOD has been our policy right from the start. Dr Ruben Rasing founded Tetra Pak out of a strong desire to create something new. His philosophy was by means of a minimum of raw materials to create a hygienic, economical and safe milk package that could be used anywhere in the world.

Since then his basic idea has undergone continual development and now incorporates a wide variety of innovations in the areas of processing, packaging and distribution. However the goal is still the same: to protect food hygienically, preserve its nutritional value, and make it available everywhere for long periods of time.
From cow to consumer
Tetra Pak’s sister company within the Tetra Laval Group, DeLaval has long experience in the fields of dairy farming, milk production and milk supply. Together with Tetra Pak’s expertise in dairy product processing, packaging, food safety and distribution, we cover the entire supply chain—from cow to consumer.
The most important—and most obvious—requirement where food is concerned is that it should taste good and be safe to eat. Guaranteeing this and making sure that a product’s quality and nutritional content are maintained requires processing equipment that carefully applies heat treatment in accordance with the specific requirements of each food. Milk, which has a low acidity level, is more sensitive to harmful bacteria and spores than, for example, fruit juices. Their acidity level is high, so these products need different processing methods.

In the processing equipment supplied by Tetra Pak each individual component has been designed to eliminate all harmful micro-organisms. In the three categories dairy, beverage and prepared food we have specially selected lines, modules and components which take care of and protect our customers’ products throughout their lifecycle, whether for a short or a long period, without the use of preservatives.

To protect the food, it must first be protected

The function of packaging
The main purpose of a food package is to protect its contents and to ensure that after processing and packaging, no product change takes place during its transport to the store. Light, for example, can affect the colour, vitamins and taste of food and reduce its lifespan. Depending on storage temperature and the shelf-life required, packaging has different barrier properties.

Processing and packaging is constantly faced with new challenges to satisfy both old and new requirements as regards shelf-life, convenience, handling, environmental impact, etc. These requirements will not be reduced in the future and increasingly sophisticated types of products and packaging will instead be taken for granted.
When we at Tetra Pak say PROTECTS WHAT’S GOOD we not only mean that we protect the high quality contents in our packaging, we see our role as much more. Our motto covers the whole of the supply chain: from suppliers to customers, distribution, employees, consumers and society itself.

**Suppliers**
Our partners are suppliers who are innovative and, like us, committed to sustainable ways of doing business.

**Customers**
By constantly focusing on development and investing in a wide range of innovative solutions, we want to cultivate long-term relationships with our customers. We try our best to earn respect through our extensive knowledge of the food industry, from processing to consumption.
Retailers
We operate efficient distribution systems which can improve retailers’ profitability. Our products are packaged so that they are well protected on the store shelves and have a positive effect on the retailer’s image.

Employees
We are a family-owned company with strong basic values where community and teamwork is the focal point. We have an active policy of promoting a professional and respectful atmosphere within the company by encouraging our employees’ personal development.

Consumers
We commit to making food safe and available everywhere. Our processing units and our packaging preserve and protect the nutritional value and the taste of each food.

Society
We have initiated school feeding programmes in more than 50 countries. We contribute to disaster relief projects throughout the world. The wood fibre of our carton packaging is derived from well-managed forests and we give active support to various recycling projects around the world. We believe in responsible industry leadership, creating profitable growth in harmony with environmental sustainability and good corporate citizenship.
Safe food also means that people with allergies and oversensitivity to certain foods can see what is in products through clear, correct labelling.

Measures to increase food security can provide the following effects

**Benefit**
- **For society**: Reduced cost for medical care and rehabilitation
- **For industry**: Reduced productivity losses and increased trust
- **For the individual**: Less feeling unwell, discomfort, anxiety

**Cost**
- **For society**: Design costs and implementation costs
- **For industry**: Compliance costs
- **For the individual**: Higher taxes and prices

Source: Agri Foods Economic Centre, Lund, Sweden 2010
Safe food and drink—two of the most important things on earth

Safe, nutritious food is a human right, a vital consumer concern and a survival issue of global dimensions

When we talk about safe food, most people think of hygiene, bacteria and additives. But safe food is also food for everyone, meaning the right to have enough to eat. The reason this fails to be achieved is due to such matters as climate-related harvest failure and economic mismanagement of the world’s food stocks resulting from poor harvesting methods, packaging and distribution techniques, trade restrictions and urbanisation. People moving into cities means that increasing amounts of food have to be transported over long distances for long periods of time, which is why distribution and packaging technology play a large and important role.

Safe food and drink means versatile, nourishing food that contains the body’s essential nutritional requirements. Also, food in correct proportions is what gives good health. Safe food and drink contain no unwanted bacteria, chemicals or other unsafe ingredients. Safe food is well-cooked and freshly made.

Food poisoning globally
Globalization of food production and trade increases the potential risks of food poisoning. Outbreaks that before took place in a small community may now have international dimensions and repercussions. Food-borne diseases are widespread and a growing health problem. The World Health Organisation (WHO) estimates that one third of the earth’s population are affected by these every year, leading to high mortality rates. Many deaths are caused by unsafe water, especially among children in the Third World. In industrial countries too—USA for example—some 76 million people fall ill every year from unsafe food and drink, resulting in an average of 325,000 hospital visits and 5,000 deaths (source: WHO). Contaminated food is a massive social and economic burden in every society and governments around the world have come together to ensure food safety at an international level.
The human factor
The most common reason for becoming seriously ill from food or drink is due to bad handling, so that disease-generating micro-organisms are able to multiply and cause stomach upset. Poor knowledge of hygienic practices, wrong temperature and inadequate hand hygiene are the principal causes. Most food poisoning occurs in the home or when eating out. Therefore, consumers should keep themselves informed as much as possible about the products they buy and how these should be stored and prepared.

The responsibility is shared by all involved
Everyone in the food supply chain is responsible for ensuring that only safe products are put on the market; the producer of raw material, the product manufacturer, the packaging manufacturer, the persons responsible for storage and transport, and the retailer.

“The aim of food safety is to ensure that food is safe when it is consumed.” This is the definition of food safety given in ISO 22000, which is accepted by most food-related industries in more than 40 countries. By having a certified management system a company can build up trust in its brands, products and services.
Traceability is all about trust

The more urbanised and global we become, the more food is transported, especially from one country to another. Society's demand for traceability is therefore increasing. In general this means that it must be possible to trace the raw materials and ingredients used by a manufacturer back to the supplier, and the products manufactured should be able to be followed forward to the consumer. This can be both problematic and expensive if the supply chain is long, but it is nevertheless vital in order to deal with the potential risks present in a food, to prevent product tampering and interference where food is concerned and to enable products to be recalled quickly if something goes wrong.

Traceability is receiving increasing priority from consumers and especially leading food manufacturers and retail chains take this very seriously, since it is crucial to their reputations and therefore their sales. A well-designed traceability system increases consumer confidence and can be invaluable, since it reduces considerably the cost of recalling an unsafe product.

“A consumer product that can be traced back to the place of production, benefits everyone in the entire value chain.”
Aseptic process—The safe solution

For thousands of years people have conducted a battle against those micro-organisms, which tend to multiply in food and destroy it and in the worst case become a health risk. Pasteurisation kills the bacteria in food that causes illness, but it is considerably more difficult to kill heat-resistant spores that can be formed by certain bacteria. In these circumstances one or more separate stages of heat treatment are needed.

With a short heat treatment at a high temperature all micro-organisms are rendered harmless and a subsequent rapid cooling means that nutritional quality and taste are affected less than with other heating processes. A product free from micro-organisms that could start growing must be filled into a sterile package in a microbiologically clean environment. Then no preservatives will be required and the product can become non-perishable for a long time, and without the need for refrigerated storage.

This is aseptic processing and packaging technology—two integrated lines of defence that work together to make sure wholesome food remains safe. This solution has great benefit to society since it means that people everywhere, whatever their culture and climate, can have access to nutritious food whenever they like.
The future will be dependent on aseptic packaging solutions that can preserve food without a cold chain and over a long period of time. When most of the earth’s population live in cities, far from farming areas and milk production, this will be a supply condition, especially in the Third World.
Most companies are very conscious of the value of creating good, long-term customer relations. Some customer relations are built on a close association between two companies known as business-to-business (B2B) where loyalty is often based on personal, informal contacts. Instead of viewing each other as supplier and customer, companies see each other as collaborators or partners. Within the relationship they exchange information and, for example, develop new business or products together.

Quality incorporates feelings
In the tough, competitive environment that is the result of globalisation and with products and services becoming more similar, it is important to differentiate your product from the competitors’ who are active in the same market. Often the crucial factor is quality, especially regarding the treatment of customers’ needs or problems. It’s not enough to have high quality products, cutting edge technology and performance: emotional business, incorporating values that have to do with feelings, admiration and preferences, is as important and needs to be continually cultivated. Part of this includes being aware of what is happening in the market, visiting customers, listening to them and obtaining reports on problems or complaints—and dealing with these quickly. Other ways of developing new customer relationships and attending to existing ones are by setting up meetings, events and exhibitions. For everyday interaction, email, the Internet and social media, etc. can be valuable, but personal contact is still the most important method of communication. In the future the human dimension will be even more important, as in a business relationship it is individual and unique and cannot therefore be copied.

Listen to your customers and exceed their expectations
Satisfied customers are crucial to a business and for every company’s success.

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Every customer has their own specific needs and expectations, and as a supplier one must listen carefully and live up to these—always! Satisfied customers, together with contented staff, are a company’s most valuable asset.
The areas considered most important by the majority of customers in the processing and packaging industry are innovation, system performance capabilities, technical service and key account management. In a global perspective, key account management is seen as the most important, but in many developing countries, for example China, innovation ranks highest. Therefore a company must always adapt to the requirements of markets and customers when formulating new development projects and make improvements in both major and minor aspects.

The best thing a supplier can do for its customers is to protect their investments and show that it cares about them. With good customer relations you can put individual solutions and services into practice which will enhance customers’ market presence and reinforce their brands. If you can also inspire customers to see new opportunities for their products and businesses and show them new ways to go, this makes them feel comfortable and secure in the relationship and encourages them to keep returning.

"He who is unable to laugh should not start his own company"
– old Chinese saying that says a great deal about how to succeed in business.
We want to protect our customers’ brands
There is a responsibility in designing processing and packaging solutions offered to food producers. The most important one is to protect and preserve the quality of their products, as well as to provide extra value by offering packaging solutions that will increase efficiency and costs throughout the supply chain without wasting resources.

Since quality and food safety are of primary importance for our customers, we strive to have the very highest quality standards in our production methods and everything we do, and our results are certified by an independent body. We are also open about how our activities affect the environment, and consequently we help to build and maintain both our own and our customers’ reputations.

We work for and with our customers and together we develop and initiate cost-effective, innovative processing and packaging solutions for food.
Dairy Hubs—for community development

Tetra Pak has many years of extensive experience in the dairy business, which can be of support to developing countries in order to achieve a sustainable dairy value chain. In Pakistan, for example, Tetra Pak and its customers Engro Foods Limited, Nestlé Pakistan and Haleeb Foods Limited have worked together to set up Dairy Hubs in order to improve milk production and increase employment and income for dairy farmers. Furthermore, they provide expertise to contribute to the supply of sufficient milk for domestic consumption. Through Dairy Hubs many smallholder farmers can be organised and get access to large scale farmers’ benefits like milking machines, animal feed, veterinary medicines and services, etc. A Dairy Hub provides education and training and assists the farmers in marketing their product commercially. During 2010, 350 training courses have been conducted among 35,000 farmers, including female farmers. The yield per animal has increased by 20 per cent.

The value of a company only increases if it adds value to others.
Growing with Customers

Keeping to the philosophy of growing together with customers, Tetra Pak China has as a long-standing goal to explore various ways of providing customers with all-around solutions so as to optimize their operational cost.

The customer relations with China Mengniu Dairy Co Ltd, that started twelve years ago, have among other things led to the joint effort of reducing cost and improving efficiency in each aspect of their operation. After field studies of the production line, both parties agreed to launch the Operational Cost Reduction programme, OCR. This programme is based on World Class Manufacturing (WCM), the most advanced and most comprehensive production management method in the global manufacturing industry. Tetra Pak China offered specialized consultation on technologies used by the programme and provided training for employees. After implementation, it was found that one single production line could save ten per cent on operational cost. The general manager of Mengniu Liquid Milk said: "OCR is an excellent tool for factory operation optimization and we should apply the OCR method and tools in our daily work".
A growing number of people accept the challenge to make sure our planet’s ecosystem can continue to supply humanity with food, fresh water, raw materials and fuel—everything that forms the basis of a good economy and creates development and social justice.

If it is good for the environment, it is also good for the company
The driving force behind a business is to encourage growth and minimise costs, but you may also observe an increasing ambition to guarantee sustainable production with as little impact on the environment as possible. Value is being placed on good environmental performance and it has become a powerful tool commercially and competitively. Trustworthy environmental engagement must be reflected not only in a company’s operations but throughout the manufacturing and consumption chain, from raw materials to consumer. This requires collaboration with other parties in the chain—producers, suppliers, customers and distributors—in order to minimise the overall environmental impact.

Within the EU, retailers and food manufacturers are encouraged to act as gatekeepers to sustainable consumption and the greening of supply chains.
Tetra Pak chooses to work with renewable materials since these can be used and renewed without consuming finite natural resources, which makes them a good choice from an environmental point of view.
Wood, a renewable raw material
Long-term management plans and forestry certification are important methods of improving and controlling the state of the world’s forests. Sustainable forestry maintains the production capability of the forests and protects the natural environments. A forest is a renewable resource which will last forever if well looked after.

The FSC™ (Forest Stewardship Council™) is an independent, international organisation supported by WWF and Greenpeace which promotes responsible use of the world’s forests. Companies who choose to certify and label their products according to an FSC standard understand that responsible forestry will meet the financial, ecological and social needs of both present and future generations. The FSC stamp on milk packaging guarantees that the wood fibres used in its material are derived from sources with the most credible certification system for forestry or other controlled origins. The FCS stamp also enables consumers to make an active choice for the environment and they are supporting responsible forestry by buying FSC certified products.

Tetra Pak launched its first FSC-labelled packaging, Tetra Recart, in 2007. Three years later over 8.5 billion FSC-labelled Tetra Pak packages were sold in the world and the forecast for 2011 will be 16 thousand million of sold packages (10%). The long-term goal is 100 per cent, which today is limited by the availability of FSC-certified timber.

Under the Green Roof project for Princess Pa Foundation in Thailand, used cartons are transformed into roof sheets for people whose homes have been damaged or destroyed by natural disasters. Among others Tetra Pak is a key sponsor of the project.
Good packaging protects food efficiently with minimal environmental impact.

Cartons are good environmental choices
Good packaging has to protect, preserve, handle, transport and present its contents. It must withstand heat and cold and be able to be transported and unloaded without breaking. It must also take the environment into consideration throughout its life. Environmental studies around the world repeatedly show that the beverage carton is a low-carbon choice.

Life Cycle Analysis (LCA) is a tool that compares different packages. The environmental impact of a product can be evaluated at each stage in its lifecycle, from the ‘cradle to the grave’. Although LCAs can be used to analyse different kinds of environmental impact, in these analyses the greenhouse effect is often considered to be one of society’s most important environmental issues and carton packages perform well here. Reasons for beverage cartons performing well in LCA studies are that they are primarily based on a renewable resource—wood from the forest. Distribution efficiency and low weight also contributes.

Recycling of used cartons is another efficient way of reducing environmental impact. The fibres are strong and very useful as they can be recycled many times and for different purposes. The other materials in the carton can also be recycled and as the development of even more efficient recycling technologies increases, the global recycling will continue to grow.

Tetra Pak’s philosophy is that a package should save more than it costs. This means that the benefits a package has for the consumer and society compensate for the use of resources and cost it takes to produce it.
The environmental work into the future

Environmental efficiency has always been central to Tetra Pak’s strategy because it is a critical issue for both the company’s results and for society at large. We have always worked to enhance our environmental performance, by focusing on resources, energy and waste efficiency in the 1970s to today’s solutions with focus on broader and more complex climate problems. The bar has been raised and for 2020 we strive to cap our global greenhouse gas emissions to 2010 levels and to double the global recycling of used beverage containers. Our goal is to grow without increasing environmental impact.

Our environmental commitment is not limited to Tetra Pak’s own activities but covers the entire value chain, including raw materials, production, filling, transportation, storage, etc. It means that we work with our suppliers to ensure that their environmental work is at an acceptable level and that they make continuous environmental improvement. It also means that we inform our customers about the environmental profile of our products and services, and we support them in their efforts to reduce their environmental impact. We cooperate with WWF in climate change and responsible forestry and work closely with our suppliers and other stakeholders to increase access to FSC-certified wood fibre. (The FSC licence code for Tetra Pak is FSC™ C014047).
Mean well–do well–feel well

All businesses have a responsibility to society and their fellow citizens, which means looking after the relationships between all the participants and encouraging long-term, responsible development socially, ethically and environmentally.

People are the driving force behind every company’s growth and success. A healthy company environment looks after the well-being of staff and conditions in the workplace. Mutual commitment develops and motivates people, and helps to create a professional and respectful corporate culture today and in the future. It is clear that people who are happy at work are more focused and committed, better at team-working, have higher motivation levels and fewer sick leaves and perform better overall. How employees feel has a direct influence on a company’s ability to satisfy its customers. Happy employees are loyal employees–this raises productivity, means improved service value for customers, and increases customer satisfaction and customers’ loyalty to the company.

Health and environment are two important issues for Tetra Pak. As the main sponsor of Broloppet 2010 in Malmö, Sweden, all runners were offered water in our packages.
Social responsibility

Many companies have adopted a structural approach to their CSR (Corporate Social Responsibility) and an increasing number of managers regard this work as creating added value. Among the ways of doing this are raising the company’s, customers’ and subcontractors’ awareness about environmental impact, actively promoting staff welfare, donating to charitable causes, and assuming responsibility with regard to the company’s business ethics.

At Tetra Pak we have run our business like this for decades—in everything from school milk programmes to the development of infrastructure and sustainable environments. The cornerstones of our social responsibility are: Food for Development, Global Compact and Sustainable Environmental Development.
School feeding not only benefits schoolchildren’s health and learning ability, it also creates jobs in the industrial and agricultural sectors. The result is:

- Hunger and poverty alleviation
- Improved health status for children
- Local income generation
- Job creation
- Local capacity building
- Increased school attendance
- Improved agricultural productivity
Food for Development

Food for Development is a Tetra Pak network that operates on development projects primarily in milk production and school milk programmes. For almost 50 years we have helped customers, governments and social organisations to provide milk to children in schools all over the world. Last year around 50 million schoolchildren received milk and other nutritious beverages in our packaging. Some 30 million of them live in developing countries where improvements in general health and student achievement are vital for future development. The absence of certain nutrients in a child’s diet can cause permanent damage and affect their mental development. Milk, juice and cereal-based beverages can be even more beneficial if they have been enriched with the right mixture of vitamins and minerals for a specific group of children. www.tetrapak.com

Together with our sister company DeLaval we are a full service supplier to dairy farmers, and uniquely positioned to support the development of the entire dairy sector in any country. By also including training of farmers, equipment financing and support for market development with consumer education activities we help establish a base for sustainable economic development. www.delaval.com

We also carry out aid programmes all over the world in response to natural disasters or accidents caused by man. Through the Tetra Laval Group we have a tradition of providing packages with water and other liquid food products or giving financial support. With our global presence it is likely that either we or our customers are in place with the logistics and the supply facilities needed for rapid assistance.

United Nations Global Compact

Great efforts are being made by both the UN and the OECD to encourage companies and organisations to undertake more social responsibility. In 1999 the UN founded its Global Compact as an alliance of companies that had assumed this responsibility in order that business should be part of the solution to the challenges posed by globalisation. Active responsibility covers ten internationally recognised principles including human rights, employment rights, the environment and anti-corruption. There are now 8,700 companies and other organisations involved and Tetra Pak has been a member since 2004. www.unglobalcompact.org

“Milk, sun, remember this is your health!”
Between the ages of 2 and 12, children double their height and weight and lay down the basic elements of their bodies that will last throughout their lives. It is therefore vital that they have the right diet during these years. (Romania)
Sustainable development
Tetra Pak works for a sustainable society and better living conditions for people through organizations including GAIN-Global Alliance for Improved Nutrition, which fights malnutrition to make people and economies healthier and more productive. It brings governments, business and international organizations together in public-private partnerships, and supports market-based projects which are improving the health and lives of more than one billion people. www.gainhealth.org

Financial support from the Tetra Laval board enabled Tetra Pak in Brazil to distribute cartons of milk to 20,000 homeless people in the Rio de Janeiro area during the worst floods in the country’s history (2011).
Early in his life Ruben Rausing had a great ambition to create something new. His basic idea was to ration-alise food distribution by means of practical consumer packaging and proper transport packaging, long before logistics became a buzzword.

He was also convinced that every company needed a customer magazine to make itself well-known and to make sure it remained so. It was clear right from the start that Tetra Pak would be aimed at a world market and it was therefore important to create a magazine that could compete in both content and appearance with the international publications then produced by large American, German and British companies. The magazine would establish a good brand name for Tetra Pak and give it prestige. It had therefore to be exclusive. The year was 1956 and the magazine became one of the first modern publications of its kind.

**Interesting content and timeless design**
For many years the magazine followed Tetra Pak’s development and progress with regard to new packaging technology, new liquid food products and new markets. It reflected the company’s innovation ability and reported on new areas that had previously been unexplored, both technically and geographically. Like the company, the magazine was at the forefront with its international style and graphic design that even today, when looking at early issues, feels modern and up to date.

Gradually reports on technical developments gave way to varied articles about topics which were thought to be of interest to Tetra Pak’s customers as well as other target groups, such as the media, politicians, packaging and food organisations, government bodies and employees. After a while this was succeeded by entire issues on themes related to the food and packaging industries and to Tetra Pak’s role in industry and society. The aim of our Tetra Pak Magazine is to spread knowledge, ideas and inspiration by means of relevant and reliable articles, complemented by high quality images.
1950s

1960s

“The tetrahedron symbolizes our desserts”

1970s

DESIGN TRENDS
An outstanding cover
The cover of the Tetra Pak Magazine has its own history. The Swedish artist, illustrator and printmaker C.O. Hultén (born 1916) was right from the start responsible for the cover design and the layout of the magazine. For many decades he produced a series of interesting, emotive and occasionally surreal covers, through which one can follow the growth of Tetra Pak as well as Hultén’s own artistic development. In the 1990s he was succeeded by a number of artists from Tetra Pak’s home town of Lund, Sweden, who put their personal mark on around a dozen covers. In the 2000s we entered a new era of designed covers, which relate to a greater extent to the content and theme of the magazines than occurred during the period when artists were responsible for their production. For some time now, the magazine covers have been designed in accordance with Tetra Pak’s graphic identity.

For long-term relations
A company’s magazine is its spokesperson in the market. A regular publication is therefore a valuable resource in forming relationships and maintaining a dialogue with its target groups, not just now but in the long-term. A reliable company magazine increases knowledge about the company, its history and its brands, and this encourages loyalty among customers, employees and others who read it regularly. We hope that the Tetra Pak Magazine conveys a positive spirit, and that it is interesting and valuable for our customers as well as our other readers.
100 issues of inspiration & knowledge
The future of a physical magazine

Even if paper magazines are not requested as much as before, the printed customer magazine remains strong. We believe in the power of images and the visual impression you get from a paper page and one should not underestimate the physical feeling of holding or flicking through a publication. Although a printed Tetra Pak Magazine retains its value also in the future, we follow and appreciate the development of new electronic media and additional channels like iPads, apps and smart phones. But basically we feel it is the content and reading experience that is most important, not the channel.
Innovation—the essence of staying ahead

Innovation is the way to survive in an ever more global, competitive business arena and good innovation must offer advantages over previous solutions.

The discovery of a product or solution is much more than just the technical breakthrough. Innovation means turning knowledge into commercial reality—carrying a brilliant idea all the way through to a sustainable customer/or consumer solution. This is a long process and demands deep insight into what daily life is like for consumers all over the world.

Building a culture
Thinking about innovation, many people relate to new technology that will produce products that are entirely new, but innovation does not necessarily take place in laboratories and development centres. Much of it is process innovation, such as organising the production in a new way—or market innovation such as finding a creative way to get a product onto the market—or environmental innovation which is becoming increasingly important. Innovation should be a natural part of a company’s everyday activities, something that everyone thinks about and participates in.

However, innovation does not come easily to any company. One method of encouraging innovative ways of thinking to spread throughout a whole organisation is to build a culture that conveys the feeling of participation and in which employees are stimulated and rewarded for their ideas and contributions to the company’s growth. At Tetra Pak we try to cultivate our staff’s knowledge resources and we have a system for evaluating every single idea.

Innovation by interaction
An innovation system is made up of several different parties and activities, which together encourage the growth of innovation. For example, a company might work in collaboration with a customer, a competitor or a university. Networking plays a major part in the innovation process, and when small entrepreneurs work together with the resources of a large company this creates a positive climate for innovation. At Tetra Pak we benefit from the resources of local universities and often work with small companies so that we all progress together.

If you want to develop something new, you must work and think in a new and unique way.
Dr Ruben Rausing in the 1970s.
Sustainable environmental thinking should also apply to innovation. By sustainable innovation we mean that one should use new materials, new processes or work routines that reduce impact on the environment and plan one's resources so that they will stretch all the way up to the end result, and use no more resources than one can create. A green innovation perspective should apply at all levels, machinery, processing, production, storage, transport, travel, etc. For example, using the Internet for transport and travel planning, video conferencing, instructions and quotations not only saves the environment but gives the company a forward-looking image.

For an idea to be regarded as an innovation it must both create something new and be beneficial financially.

Those who say that it can’t be done should keep out of the way of those who are already doing it.

Chinese proverb
Value-driven innovation

Companies that early and successfully see their customers’ requirements and needs are usually more successful in quickly providing the market with new innovative products with greater customer value than those of their competitors.

Why bother about the future?

There are several reasons for doing this. Technology and new packaging materials are developing at a rate that has never previously been seen; it is impossible to forecast energy costs, energy resources are decreasing and knowledge about sustainability and social responsibility is growing. Demographic changes and increased migration are affecting the world’s economy and the Internet, social media and other channels are redrawing the industrial landscape. Globalisation has a major effect on how and what we consumers buy and how industry meets our needs. Companies will therefore take up new roles in the value chain and must find new ways of collaborating in order to cope in the future. At Tetra Pak we will continue to be innovative and to develop solutions for problems that today we know nothing about.

At Tetra Pak we are working on developing products and solutions that will enable us to offer our customers efficient and environmentally sustainable production and handling at low cost. We are focusing on processing solutions that will provide an added value, for example reduce product losses and energy consumption and use fewer chemicals for cleaning purposes, while consuming as little water as possible. On the packaging side, our sights are aimed at climate-smart and functional packaging; long term storage, good barrier properties, increased resistance to damp, and convenience in the form of openings/closures and microwaveable heating.
Towards fresh horizons

We very much hope to continue our dialogue with you and, through our publication the Tetra Pak Magazine, provide inspiration, knowledge and new ideas—whether for you or for your business.

We are pleased that you want to join us on our voyage into the future as we question old methods and try out new ones, so that we can progress together in ways that will be advantageous, responsible and sustainable for us all.