

# Kuluttajapakkausten digitaalisuus ja omnikanavainen asiakaskokemus

Mauri Reinilä , CEO  
PackageMedia Oy

**Package**  
Media

# Digital sustainable Packaging center

PackageMedia built 2017 the largest Digital carton Packaging Factory in the Northern Countries.

The production is located near the Finnish paperboard industry in Kouvola  
- **Powered by Pyroll family**

PackageMedia is **100% Digital**

Our packaging connect people and brands in  
**over 50 countries**

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# Digital sustainable Packaging center

Today PackageMedia offers **intelligent and sustainable** service integrated into all packaging.

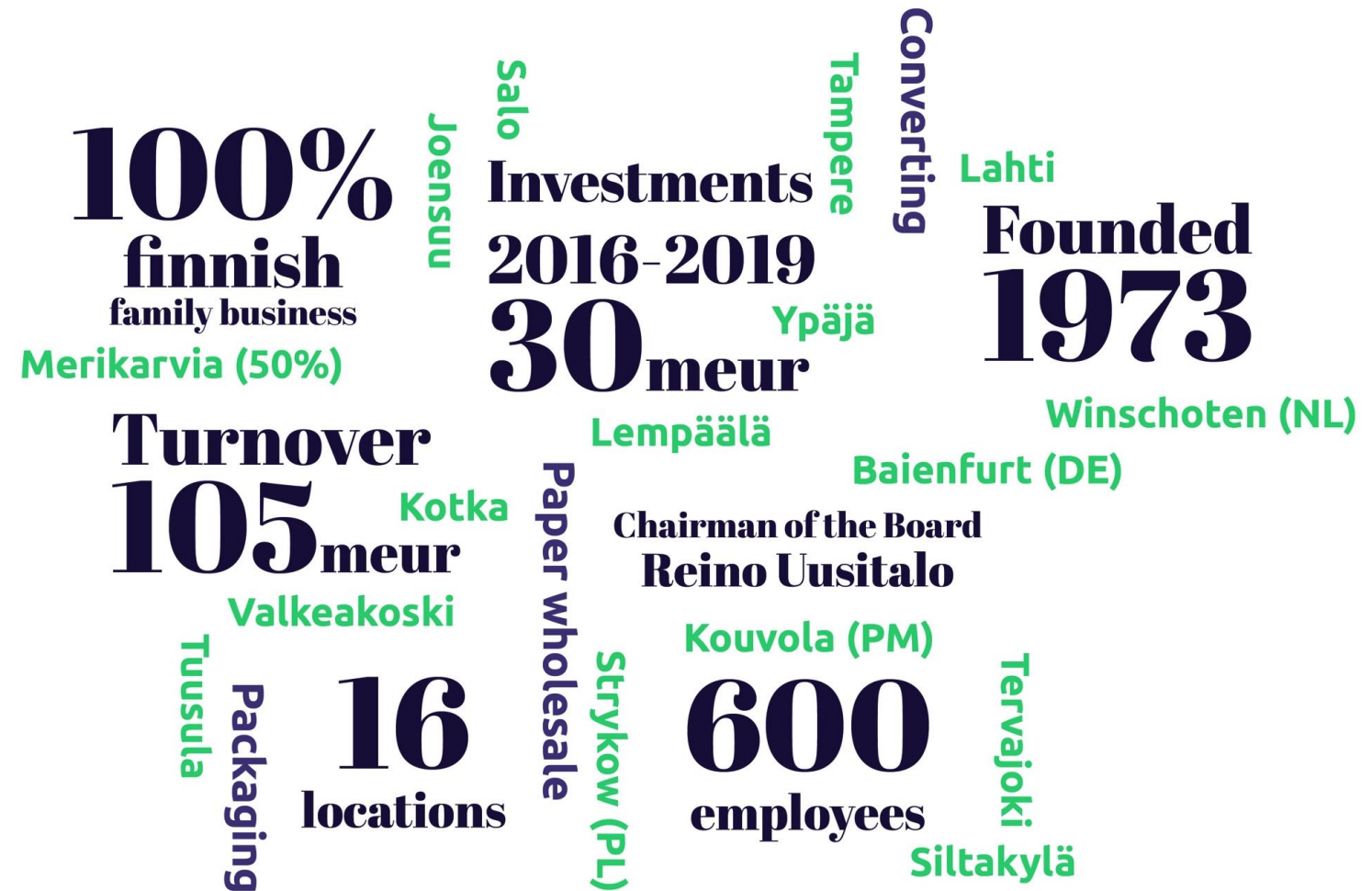
PackageMedia creates connection to everyday consuming with our own technology.

PackageMedia is certified for the following standards:  
ISO 9001 - Quality System,  
ISO 14001 - Environmental Management System ,  
ISO 22000 - Food safety,  
EN 15593 - Hygiene safety

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# Pyroll – Sustainable Finnish packaging solutions since 1973

- 100% Finnish family business
- Trusted partner for the domestic food chain
- Expert in fiber and plastics
- Three strong and independent businesses



A hand is shown holding a smartphone, with the screen displaying a blurred image of colorful bokeh lights. The background is a dark, purple-toned bokeh pattern. The text is overlaid on the right side of the image.

**Connect to  
Everyday  
Consumption.**

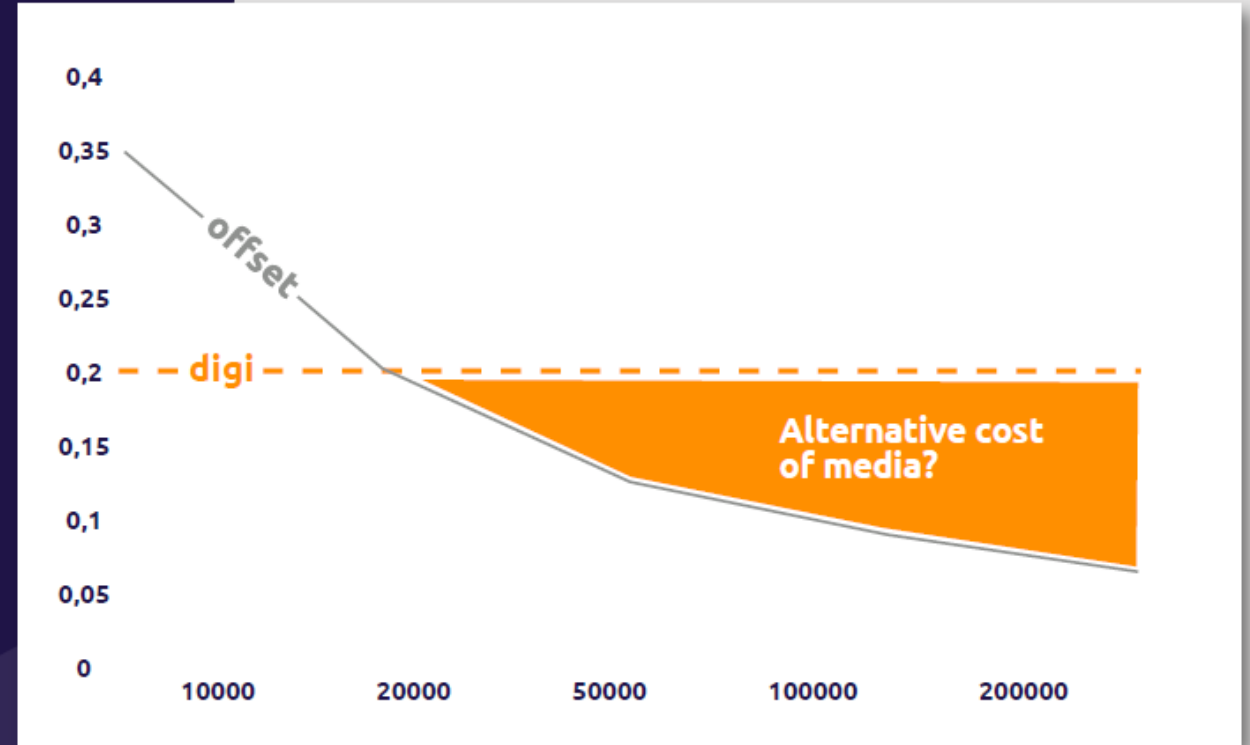
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**PHYSICAL**



**DIGITAL**

# Pricing of digital production is simple.



Minimum invoicing order per structure 320 €.

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A close-up photograph of a person's arm and shoulder, heavily tattooed with intricate designs including a large sun-like motif, floral patterns, and a butterfly. The person is holding a vibrant bouquet of sunflowers. The background is a plain, light color.

# I'VE got THE POWER TO BE **ME**

For many years personalization signified exclusivity — personalized products were status symbols, a way of making consumers feel special, enabling them to stand out and be unique.

With willingness to pay more yet still at an affordable price, anyone can express their personal style. When you know you're getting something that's tailored to your interests, you feel some level of control over the products and services you consume. This **empowering feeling** is what **drives our engagement.**





# THE NEED TO EXPRESS

**50%+** of Millennials and GEN Zs express a desire for personalized products



# THE VALUE OF PERSONALIZED TASTE



■ Consumers willing to pay 10% above the base price ■ Consumers willing to pay 20% above the base price

⊕  
**Even our basic needs** have changed with the digital revolution



# Customer Value or the Value of the Customer? PackageMedia can add value to both.

Normal  
Client

## Recognised Buying Client

PackageMedia's engagement solutions provides for brands a unique opportunity to build recognized relationship with customers. Better committed customers create a larger value for the brand.

# Every packaging means something

Now you have the power to create the  
“impossible”

Packaging plays a vital  
role in determining  
the success of a  
Brand.

Companies plan to invest more resources in  
packaging related to design & marketing.

\* Packaging Industry  
Report



# THANK YOU

PackageMedia Oy

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