



The Israel Export & International Cooperation Institute

# ISRAEL Inspired by *innovation* Packaging Industry



# Wrap it, box it, can it,

Israeli packaging suppliers provide manufacturers the world over with products for packaging everything from luxury goods to industrial chemicals. From fashion-frivolous designs to mil-spec durable, from plastic to paper to metal and more, these companies have built an export industry that sends innovative, quality products and materials to customers around the world. Leading exporters manufacture long shelf-life, biodegradable and recyclable packaging for the food and beverage industry, agricultural and chemical products, and toiletries, cosmetics and pharmaceuticals. A smaller number manufactures machinery, packages for transport, labels, and similar specialty products. Direct exports of Israeli packaging products reached \$300 million in 2010, a growth of ten percent over 2005.



## Meeting market and environmental demands

Reflecting global trends that increasingly embrace plastics, but that also address environmental concerns, Israel's packaging industry works aggressively to develop solutions that meet consumer interests and regulatory demands while fulfilling customers' requirements for quality, reliability and cost.

## Early adopters

Israelis have long been early adopters of new technologies, while more recently higher living standards permit more varied and sophisticated personal expression. In the packaging industry, these attributes have led to advanced production methods and the rapid incorporation of new materials into product offerings. The result is enhanced competitiveness for packaging customers.



# bottle it

## Trendsetting design

A stroll down an Israeli street, through a shopping mall or even a manufacturer's warehouse quickly shows Israelis' fascination for smart design. Israel's talented packaging designers were prompt to exploit the creative possibilities of the country's modern packaging machinery and have been particularly effective at setting new trends in packaging design.

## Pre-press know-how

Pre-press technology is old hat in Israel. Way back in 1970, Israel, along with the U.K., Germany and Japan, was one of only four countries worldwide that developed and exported computerized pre-press systems. This legacy, continuing today in the realm of multi-alphabet digital printing, means that Israeli packaging designers and printers know how to make the most of the possibilities these systems offer.

## Delivering the goods

Israel's largest packaging companies have accumulated a wealth of experience in project management. They have earned a reputation for delivering goods and services anytime, anywhere to customers all over the world, giving them an advantage in extremely competitive markets. Smaller companies offer rapid turnaround for the design and production of custom lots. About 100 Israeli companies export packaging materials and products.

## We ship anywhere

Major export markets for Israeli packaging companies include the United States and Canada, Britain, Ireland, Germany, South Africa, the Netherlands, Italy and Russia. Exports to Eastern Europe are on the rise, especially to Poland, Hungary, the Czech Republic and Romania. All told, exports to Europe represent about 60 percent of packaging exports. In addition, Israeli packaging companies, along with The Israel Export & International Cooperation Institute, are working to increase exports to the Mediterranean region, Asia and Latin America.

# A panoply of materials

## Plastics

Plastics is the largest sector in Israel's packaging industry. Products include plastic bags, bottles, boxes, and trays, typically for packaging food and beverage items; chemicals and detergents; and cosmetics, health care and pharmaceutical products. Products for food packaging meet HACCP and international standards for extended shelf life by MAP, pasteurization or sterilization. "Smart" packaging, characterized by its ability to control airflow, is utilized for electronics products.

## Paperboard

This segment is led by one dominant manufacturer and supported by a number of smaller plants. With virtually no domestic source, all pulp is imported from the United States and Scandinavia. The ultramodern facilities are equipped with the latest computerized machinery.

## Printed Paper

Printed paper packaging is a small export niche that consists of a few top-quality companies providing a range of industries with fresh, innovative packaging and display solutions. These companies maintain in-house design teams that work with clients to create customized graphic and structural design solutions. Packaging solutions include gift packaging, multipacks, folding boxes, erected trays, multipurpose displays, counter and floor displays, and self-shipping displays.

## Metal

Israel's metal and aluminum packaging sector provides manufacturers with modern solutions for a variety of packaging needs. These companies supply barrels, cans and tubes in many sizes and shapes for the food and beverage, pharmaceutical, cosmetics and automotive parts industries.



## Packaging equipment

Israel's expertise in packaging equipment and machinery lies primarily in making sophisticated improvements and upgrades to computerized weighing, filling and sealing systems, especially in the optics, electronics, and the food and beverage industries.

## The Israeli Advantage

Israel's vigorous R&D programs, its expertise in advanced technologies, its renowned spirit of design and innovation, and its strengths in computer-aided design and manufacture have been adopted by the packaging industry. The result is a vibrant export enterprise offering innovative, quality products at internationally competitive prices.



## Compliance to standards

All Israeli packaging manufacturers exporting to Western markets meet required standards. Most bear ISO, GMP, HAACP, FDA/FCS, BRC/IOP and similar designations, attesting to Israeli firms' commitment to universally accepted quality standards. Most Israeli packaging is also recyclable.

## Free trade agreements

Israel maintains free trade agreements with many countries, including the United States, Canada and Mexico, the European Union, EFTA, Mercosur and others. Most other countries have granted Israel MFN status. Free trade discussions are underway with India, China, South Korea and Chile.

## Export development

Israel's modern economy, a tradition of innovation, and government R&D funding have resulted in sophisticated, competitive and technologically-advanced products available around the world. In a continuing quest to improve their offerings, Israeli packaging manufacturers solicit feedback from their customers. Many companies also seek additional export channels, including joint ventures, marketing partners and strategic investors.



# The Israel Export & International Cooperation Institute

The Israel Export & International Cooperation Institute, a non-profit organization supported by the government of Israel and the private sector, facilitates business ties, joint ventures and strategic alliances between overseas and Israeli companies. Charged with promoting Israel's business community in foreign markets, it provides comprehensive, professional trade information, advice, contacts and promotional activities to Israeli companies, and complementary services to business people, commercial groups, and business delegations from abroad.

The Israel Export & International Cooperation Institute is committed to bringing together packaging distributors with Israeli companies that suit their needs, ensuring that manufacturers throughout the world benefit from the innovation, quality and market adaptability of Israel's packaging industry.



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