



# OMNIPACK

FIRST HUNGARIAN PACKAGING  
TECHNOLOGY CLUSTER

## ABSTRACT

The First Hungarian Packaging Technology Cluster was awarded the prestigious title of Accredited Innovation Cluster. It has 23 members and many partners in Hungary and Europe. This report contains the Clusters strategy, services and activities.



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## About the Cluster

Our cluster comprises a total of 35 million EUR of market coverage, of which 35% is made up of export.

Our activities are:

- Centralised service (even for time windows if needed),
  - Design, development and custom manufacturing of packaging materials and tools,
  - Conventional flexible packaging materials and tools, custom coated papers and coated nonwoven textiles, fireproofed upon request,
  - Conventional and custom made rigid wall packaging materials (cardboard boxes, corrugated paper boxes and other cardboard specialties),
  - Industrial fillers, auxiliary and protective packaging materials (moulded foams, antistatic and anticorrosion materials, films, papers, styrene products, etc.),
  - Technical development and manufacture of custom made packaging machines and equipment; deployment of auxiliary equipment or the required technology,
  - Warehousing technology (light and heavy duty shelving systems)
  - Setting up logistics systems including manufacturing, distribution, organisation and supply of the materials required for their operation (labels, bar codes, RFID, printers, applicators, etc.),
  - Operational (custom deployment) software, supplementation and specialisation of existing software,
  - Special printing technologies (offset, deep and flexographic),
  - Promotional and other packaging, high frequency and other blisters, POS tools, exhibition organisation and other decoration and design tasks.
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- Our innovation: We strive to manufacture all of our products fully or at least partially from 100% compostable and therefore biodegradable materials (TPSPVAPTS raw materials) and to replace conventional or polluting technologies with environment neutral ones. We conduct R+D activities in cooperation with our customers upon request.
  - Our recognition: OMNIPACK First Hungarian Packaging Technology Cluster was established 11 years ago. By now, MAG Zrt. (Hungarian Economic Development Centre) awarded us the prestigious title of ACCREDITED INNOVATIONCLUSTER for the third occasion.



- Quality assurance: Our member companies all possess the ISO, HACCP and environmental certificates required for their activities. The HITA certification of some of our members is also in progress.
- Our strategic partners:
  - INNOREG (Central Hungarian Regional Innovation Agency)
  - MNKH (Hungarian National Trading House)
  - ÖKOPOLISZ /ECOPolis Cluster/ (Environmental cluster)
  - CellTech Kutató Kft. (University of West Hungary)
- Key industrial references of our member companies:
  - AUDI Hungaria Motor Kft. (Győr)
  - Faurecia Magyarország Kft. (Jászárokszállítás)
  - Nilfisk Advance Kft. (Szigetszentmiklós)
  - Coats Kraft Hungary Kft. (Nagyatád)
  - DHL Magyarország Kft. (Budapest)
  - Reckitt Benckiser Mo. Kft. (Tatabánya)
  - BOS VoltzHungaria Bt. (Győrladamér)
  - SEWS Komponens Kft. (Mór)
  - BorgWarner Kft. (Oroszlány)

## Cluster Services

### P.T.A. (Packaging Technologies Audit)

The packaging audit is a system monitoring technology that is capable of highlighting the packaging cost centres to achieve cost reduction and increased market efficiency. The PTA is especially successful in the case of SMEs.

### C.L.S. (Creative Logistics System)

CLS is a cluster-wide virtual logistics system which enables our Customers to receive brand-new, complex and scheduled service.

It involves market analysis, marketing reports and the required processes to design the outcome. The planning process is followed by the creation of manufacturing schedule and logistics plan. The customer is in touch only with one partner, who organise the necessary assignments.



## Co.P. (Community Power)

Co.P. means the all- round logistics service of a customer. Packaging a product requires the contribution of many cluster members, so optimising the manufacturing process is likely to lead to cost reduction.

## Strategic Directives, Vision

### Principals of Strategy

The First Hungarian Packaging Technology Cluster is specific and unique. Considering this, its whole strategy yields these attributes too: it can't be recognised as a general cluster strategy.

This strategy was made for the cluster, its community and its proactive members, in order to make use of it during their daily routine and decision making.

### The Clusters Goals

The Cluster was formally established in 2003. Its founding members were in difficult position and they believed that cooperation would bring them better results. After Hungary gained membership in the EU, the appearance of stronger and larger competitors was to be expected. To readily expect this upcoming threat was their highest priority. Taking into consideration the altering market conditions and the turbulent economic environment, the members gradually configured their strategy. Such changes are expected at present, so rewriting the strategy is a possibility.

The Cluster is a business building community, intended to maintain cooperation among its members and create economic advantages, with respect to business ethics.

### Field of Operation

Cluster's main activity is in the field of packaging technology, however it is open to meeting potential members not so familiar with the industry.

Cooperation to achieve common goals represents high priority in the Cluster.

One of the basic principle of the Cluster is to exclude competition. This means that possible market confrontations between its (potential) members are agreed to be settled with compromise. In case of disputes, members settle it according to the Clusters statue.

Thanks to the exclusion of competition, the Cluster is like a single company on the market with many divisions.



## Strategic opportunities of development

First of all the Cluster is interested in cooperation, exploring and utilizing synergies of integration, but on the other hand it also aims to make use of the turbulence and stability of domestic and international environment.

So as to utilize different opportunities, the Cluster creates the most appropriate tools that are needed at the moment. These are manager companies, project companies or any other goal orientated enterprises. They are all formed by members who are the most concerned in a project and ready to cooperate with each other. These formations under the name of the Cluster can't represent different goals and can't jeopardize its interests.

The bulk of Cluster members are suppliers, which means that they are not in the position of spending fortunes on technical developments.

With respect to this, the organization represent dual goals. Firstly, it must support members to enhance their position as a suppliers by technical developments. Secondly, it must create fields with specific formations where members meet end-users directly.

In order to maintain an attractive appearance and excellent service both, the Cluster is continuously developing its Creative Logistics System (CLS). Developing harmonized trade activity is mid-term priority.

The Cluster is short of resources, so it is looking for financial sources with acceptable risk to achieve its goals.

The Cluster is in contact with domestic and foreign clusters and their partners.

## Market position and shift

Cluster members value their technological and economic activity accordingly Central European level. With respect to this, they consider their international role (sales especially) is in Central Eastern Europe is the most successful. Their international trade activity will be increased in this region.

Besides the activities explained in the strategy prepared for accreditation, the protection of environment and the environment conscious behaviour are possible ways to overcome the supplier position.

As a guide for creative thinking, the following slogan is perfectly demonstrate our principle:

*"Rubbish needs to be handled, before it becomes rubbish!"*



This way of thinking is highly inspire the creation and manufacturing of environment friendly packages and the research of utilizing them in unusual fields.

In case of discovering such field, the Cluster is in the interest of forming and controlling the full range of manufacturing and sales, alone or even with partners.

## Mid-term development plans

### Further development of common trade

Maintaining, enhancing and further developing the traditional supplier position require that the Cluster must acquire the latest sales and marketing techniques, and to successfully implement them.

Experience shows that the members can't change individually their practices based on observation, so working out, teaching and implementing them represent an urgent activity in the development of common trade.

We believe it will lead to a more harmonised and more effective common trade co-operation.

However, we are not intended to form a solid trade division within the Cluster. It is reasonable to examine the possibility of forming goal orientated project companies because of the high level of activity efficiency in the long run.

### Establishment of competence centre

After spending years of preparation on overcoming the supplier position and identifying a solid market segment, the Cluster found the specific field of environment friendly packaging materials: researching the possibility of utilizing PLA based biopolymers in packaging technology.

The Cluster strive to gain market leader position by its PLA research, which will be hopefully held till highly capitalised corporations enter the scene.

Making use of this temporary advantage will create beneficial positions for the Cluster in the Central-Eastern European region.

Awarded EU tenders create excellent opportunities to develop a company image that will contribute to the recognition of the competence centre, founded on technical results. This centre is expected to gain influence in the region.

Both the trading activity and the infrastructure development must be related to the configuration of the competence centre.

As a result of this, the broadening of trading partners and the marketing of the created intellectual property will positively affect the companies' competitiveness.



## Infrastructure

The Cluster is interested in the establishment of an IT infrastructure that promotes joint actions of the members on the market. Considering that the members are not interrelated, the materialized results, with their user friendly interface, user friendly services will drive the members to use the existing infrastructure, which will culminate in deeper cooperation of the members.

Besides the required software development and maintenance for cooperation, technical innovation and marketing, the establishment of a more complex infrastructure is not likely to happen.

## Communication

The Cluster does an image-like communication activity, which highlight the pros of cooperation and also introduce competencies.

Telecommunication is individually done by the members, and they are all interested in the evolving communication of common trading activities.

## Vision

We imagine our Cluster in the future as a living example of an effective cooperation of smaller business entities and also a significant reference-centre for those who handle environment friendly packaging materials.

## Mission

We are committed to the broader spread of biodegradable and environment friendly packaging materials.