Trends in the market

Update on projects and new cases

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Investor Day 2017
Trends in the market:

1) From push to pull
2) Powerhouse works
3) Partners adapt
Tetra Pak
Tetra Pak

Market demands innovation on shapes & materials
Tetra Pak

ebeam as a technology cornerstone for further developments
Put a price tag on that freedom!
Welcome
Ian Roberts,
CTO Bühler AG
New Case
MARKET POTENTIAL FOR EGGS

The global egg market is growing
Global egg production: 1200 billion per year
Hatching eggs: 115 billion eggs per year
New partnership with Bell Food Group AG

Inactivate bacteria on the surface of hatching eggs
The egg case – takeaway messages

WHO
Bell Food Group AG and ebeam Technologies, a brand of the Comet Group

WHAT
Demonstrator to inactivate microorganisms on eggs (Evonta Technologies)
Full scale field tests (Bell Food Group AG)

HOW
Bell Food Group AG enables industrial access at Stöckli AG from Q1 2018 onwards

WHY
• Market potential hatchery:
  • Global egg production: 1200 billion per year.
  • Hatching eggs: 115 billion eggs per year.
• Regulatory entry barrier: none (hatching eggs are not food)
• Current standards harm product and value chain

EXPECTED POSITIVE IMPACT:
• No fumigation
• No or less antibiotic
• No disease transmission
• Increase in body weight per time
• Improved chick quality
• Increased chicken health
• Better feed intake
• Better feed conversion rate
Agroscope Schweiz

- National research centre in Switzerland
- Focus on food
- Currently working with: Bühler AG and Bell Food Group AG
- Building future ebeam experts
Digital Printing
Global Packaging: The Situation

- **Market Size**: US$ 400b
- **Annual Growth Digital Printing**: 11%
- **Main Packaging Material: Plastic Film**: 37%
- **Packaging for Food and Beverages**: 69%

Digital Printing
Welcome
Aldo Peretti

«ebeam will set us apart from the competition.»
Outlook

• Results egg case
• Print4All May 2018
• Product launch with Bühler May 2018
• Which is the next application outside of food & printing?