

MACROTENDÊNCIAS GLOBAIS

Klabin

Tendências tecnológicas e o futuro da embalagem

2017



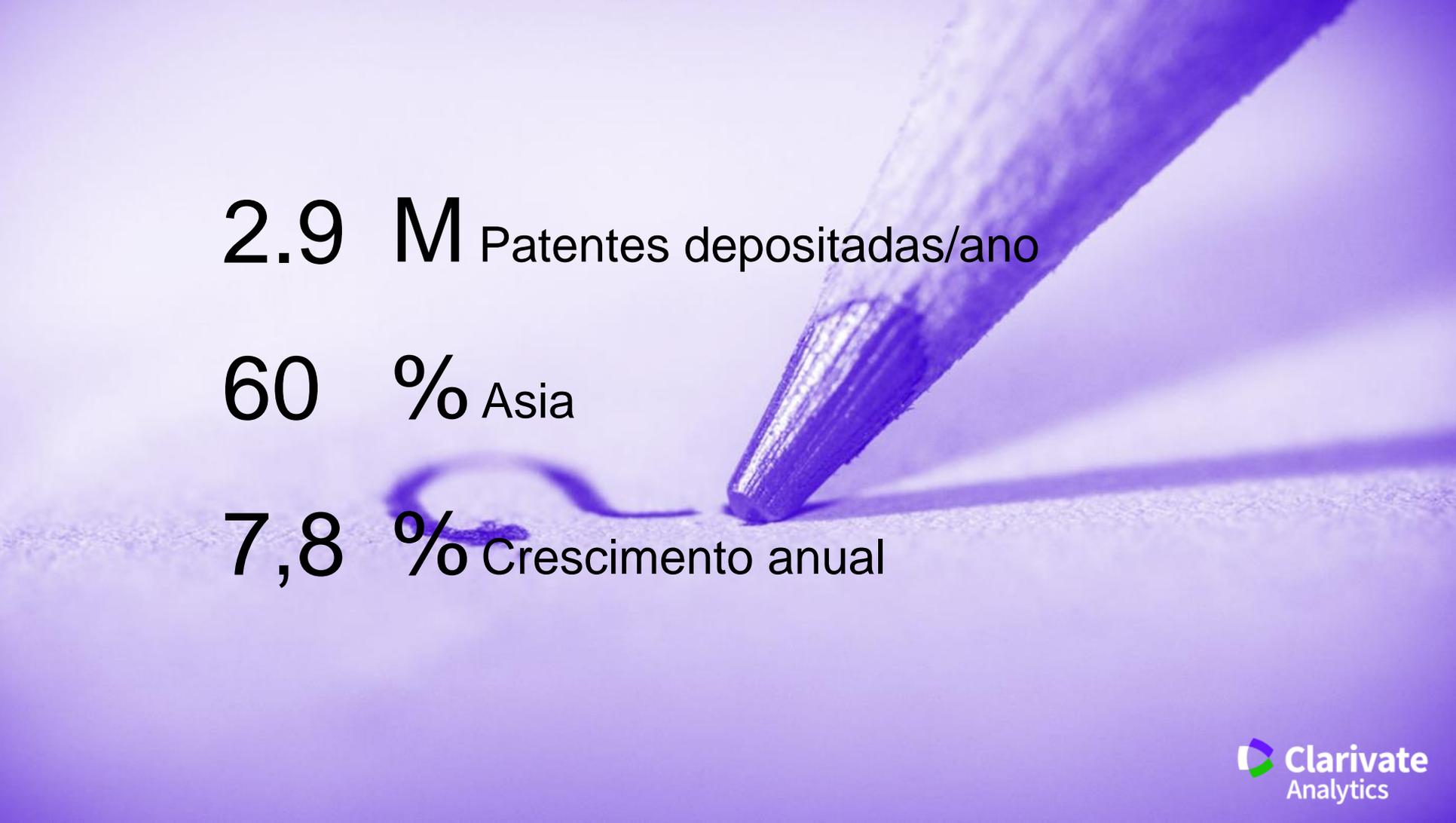
<https://atap.google.com/jacquard/>



O mundo está mudando...

**As fronteiras dos ambientes competitivos estão
cada vez mais tênues.**

**Você já imaginou algum dia ter que competir não
só com os seus concorrentes atuais, mas também
com empresas como Google, Amazon, Tesla etc.?**



2.9 M Patentes depositadas/ano

60 % Asia

7,8 % Crescimento anual

CLARIVATE ANALYTICS – QUEM?



. Clarivate Analytics: líder em plataformas e serviços de buscas e análises estruturadas a partir do CONHECIMENTO TECNOLÓGICO E CIENTÍFICO mais relevante já produzido no mundo

. DWPI – Derwent World Patents Index (**+900 ESPECIALISTAS** no time editorial, responsáveis pela curadoria)

. Alcance GLOBAL: acesso + sumarização + indexação de 98% de documentos de **PATENTES E LITERATURA CIENTÍFICA** publicados, inclusive oriundos da Asia



IMAGINE...

. Saber se sua ideia é realmente inovadora ou **se já existe** – ou pior, se já está protegida em algum território que sua empresa quer explorar?

. Mapear movimentos de **PLAYERS** na sua área de interesse – possíveis PARCEIROS, futuros CLIENTES ou FORNECEDORES e prováveis CONCORRENTES?

. Identificar **NOVOS ENTRANTES** em seu mercado ou tecnologias que podem SUBSTITUIR o seu atual produto e mercado?

. Novos **MERCADOS** a serem explorados?

. Novas **PARCERIAS** – como você identifica e seleciona parceiros?



. Hidden opportunities (white spaces)

. Monitore concorrentes (atuais e futuros)

. Identifique potenciais parceiros, futuros clientes e fornecedores.

. Mapeie e explore tendências.

. Identifique e monitore riscos de disrupção no seu mercado.

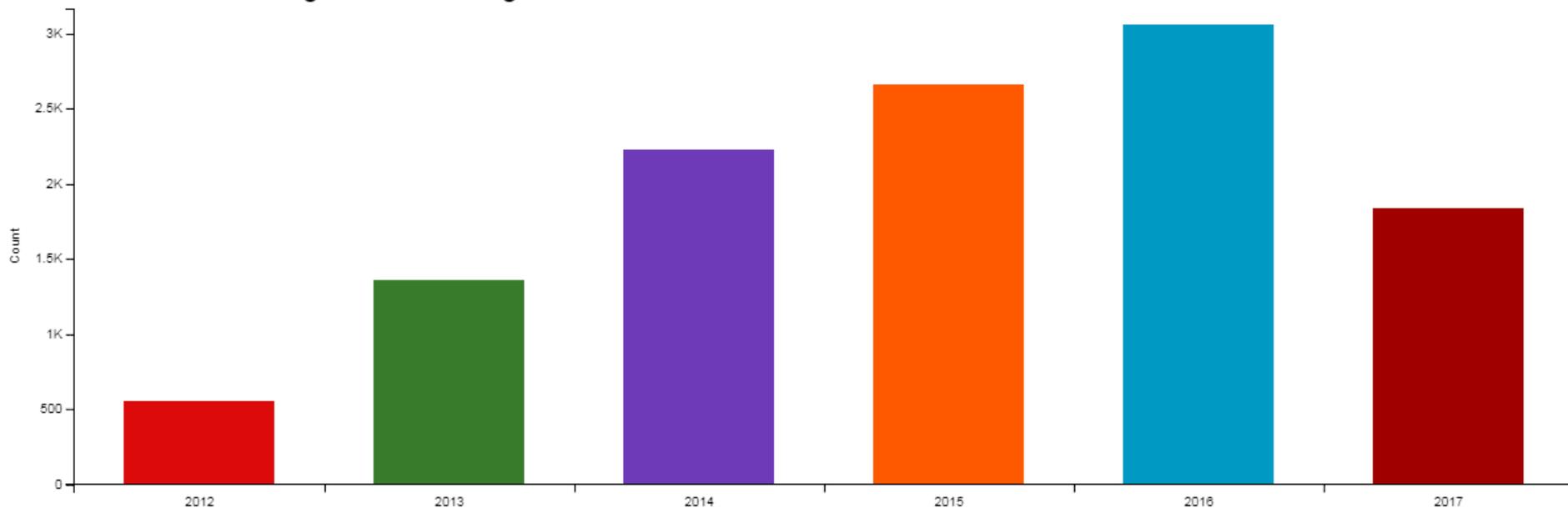
. Estabeleça estratégias para explorar mercados antes de outros!

A close-up, high-resolution photograph of an owl's face, focusing on its large, bright yellow eye. The owl's feathers are intricately patterned with brown, tan, and grey tones. The background is a soft, out-of-focus teal color. The text is overlaid on the lower-left portion of the owl's face.

**COMO SERÁ O FUTURO DO
MERCADO DE EMBALAGENS?**

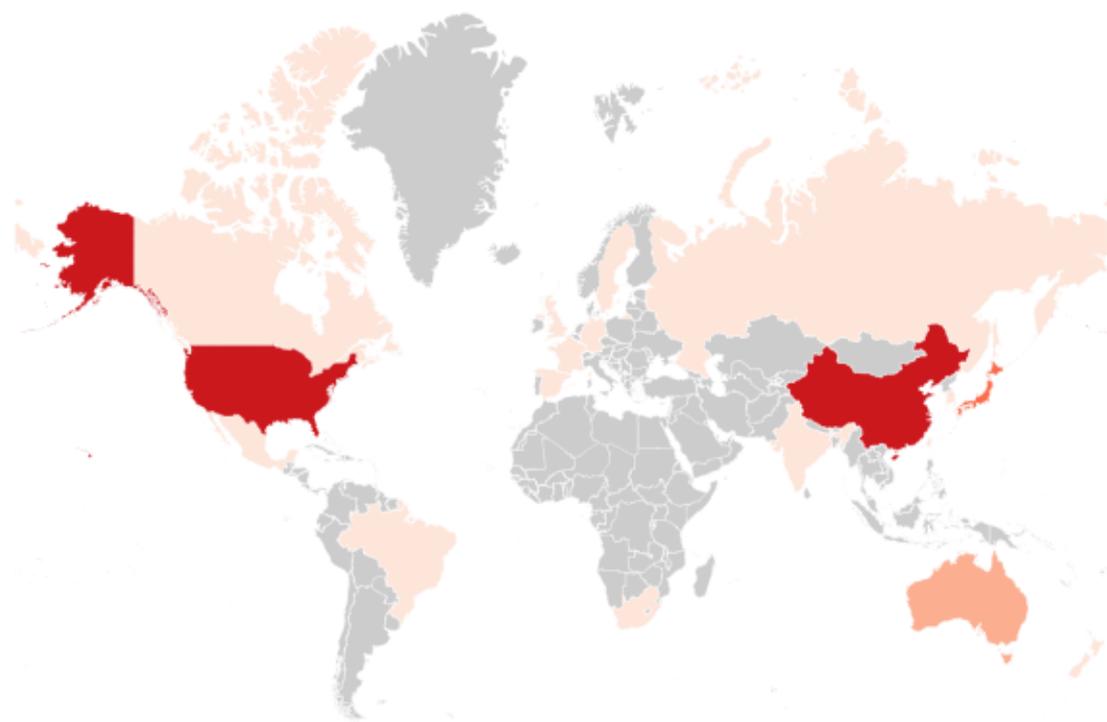
Área quente?

Tendência de Tecnologias em Embalagens



Maiores mercados em potencial

Tecnologias protegidas em diferentes mercados



●	United States (3578)
●	China (3110)
●	EP (2336)
●	Japan (1909)
●	WO (1743)
●	Australia (945)
●	Canada (785)
●	Germany (687)
●	Korea, Republic of (571)
●	Mexico (524)
●	Brazil (398)
●	India (384)
●	Spain (382)
●	Russian Federation (353)
●	Taiwan (253)
●	France (225)
●	United Kingdom (201)
●	South Africa (149)
●	New Zealand (109)
●	Sweden (92)

Players mais atuantes...

Competidores?

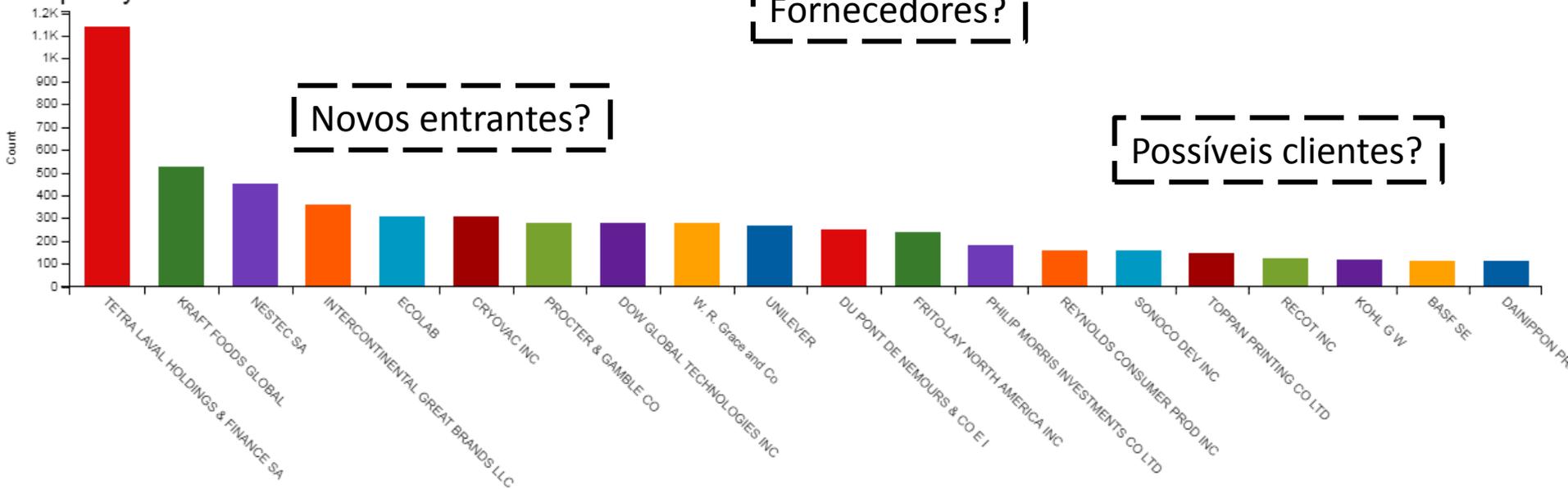
Futuros parceiros?

Fornecedores?

Novos entrantes?

Possíveis clientes?

Top Players





**CONCEITOS
EMERGENTES
(?)**



ACTIVE PACKAGING

Active compounds incorporated in different FORMATS



sachets



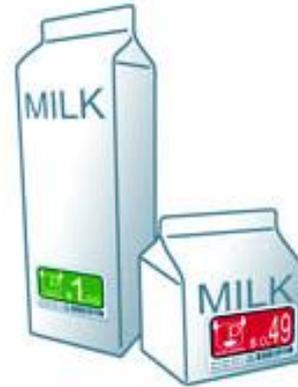
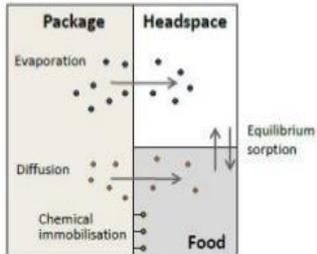
labels



films



coatings



REDESIGN AND INNOVATION

12. Literal Fruit Juice Packaging





Dá pra fazer sozinho?



Mas por que não juntos?

BUSCA POR PARCEIROS A PARTIR DA ANÁLISE DE PORTFOLIO TECNOLÓGICO...

Exemplo active packaging

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(19) 世界知的所有権機関
国際事務局

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特願 2015-146400 2015年7月24日(24.07.2015) JP

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(81) 指定国(表示のない限り、全ての種類の国内保護が可能): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

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添付公開書類:
— 国際調査報告(条約第21条(3))

(54) Title: PAPER CONTAINER FOR PACKAGED FOODS

(54) 発明の名称: 充填食品用紙容器

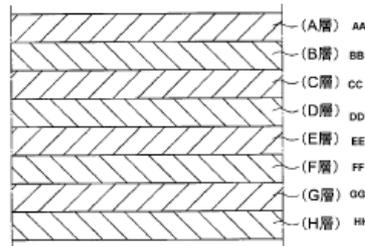


FIG. 1:
AA Coreshe A
BB Coreshe B
CC Coreshe C
DD Coreshe D
EE Coreshe E
FF Coreshe F
GG Coreshe G
HH Coreshe H

(57) Abstract: The present invention is a paper container for packaged foods, which comprises a thermoplastic resin layer (an A layer) which contains a polyethylene resin as the main component, a paper-made base material layer (a B layer), a thermoplastic resin layer (a C layer) which contains a polyethylene resin as the main component, a barrier layer (a D layer), an adhesive layer (an E layer) which contains an ethylene-methacrylic acid copolymer resin as the main component, a thermoplastic resin layer (an F layer) which contains a polyethylene resin as the main component, a thermoplastic resin layer (an G layer) which is prepared by mixing a polyethylene resin with a polypropylene resin, and a thermoplastic resin layer (an H layer) which is prepared by adding an additive selected from a polyhydric alcohol or a derivative thereof and a polyoxyethylene derivative to a polyethylene resin to a polyolefin resin when the paper container is observed from the outer surface side to the inner surface side. The paper package has good food body separatability, is prevented from the occurrence of delamination of the innermost layer during the production of the paper container, and does not undergo the leakage of a content fluid.

(57) 要約:

Original title:

- Milk container capable of displaying the freshness of milk with colors.

DWPI title:

- Milk container for displaying freshness of milk, is provided with ink including thymolphthalein solution for printing expiration date outside container, where color of thymolphthalein solution is changed when milk expiration date is passed.

IDENTIFICAÇÃO DA ESTRATÉGIA DE OUTROS PLAYERS...

EXAME.COM Londres Joesley Batista Michel Temer Cuba Loja Online Assine

Bündchen mercado temperatura? emprego

STAND: R. JOSÉ MARIA LISBOA, 316 - JARDINS J330 SAIBA MAIS VISITE O ORÇAMENTO ER Café

TECNOLOGIA

Amazon realiza na Inglaterra sua primeira entrega com drones

O fundador e executivo-chefe da Amazon, Jeff Bezos, disse em um tuíte que a entrega foi concluída 13 minutos após o pedido do cliente

Por AFP
© 14 dez 2016, 22h02

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Fluxo de caixa bem feito: modelos de planilhas para ajudar o
(Conta Assis)

Cientista revela como ler 6x mais rápido e memorizar quase tudo.
(Fast Read)

Ann... a falar um...

🕒 14 dez 2016, 22h02

(19) **United States**

(12) **Patent Application Publication** (10) **Pub. No.:** US 2015/0120094 A1
Kimchi et al. (43) **Pub. Date:** Apr. 30, 2015

(54) **UNMANNED AERIAL VEHICLE DELIVERY SYSTEM**

(71) Applicant: **Amazon Technologies, Inc.**, Seattle, WA (US)

(72) Inventors: **Gur Kimchi**, Bellevue, WA (US); **Daniel Buchmueller**, Seattle, WA (US); **Scott A. Green**, North Bend, WA (US); **Brian C. Beckman**, Newcastle, WA (US); **Scott Isaacs**, Bellevue, WA (US); **Amir Navot**, Seattle, WA (US); **Fabian Hensel**, Zurich (CH); **Avi Bar-Zeev**, Oakland, CA (US); **Severan Sylvain Jean-Michel Rault**, Bellevue, WA (US)

(21) Appl. No.: **14/502,707**

(22) Filed: **Sep. 30, 2014**

Related U.S. Application Data

(60) Provisional application No. 61/896,065, filed on Oct. 26, 2013, provisional application No. 61/901,431, filed on Nov. 7, 2013.

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G05D 1/00 (2006.01)
B64C 39/02 (2006.01)

(52) **U.S. Cl.**
CPC **B64D 1/12** (2013.01); **B64C 39/024** (2013.01); **G05D 1/00** (2013.01)

(57) **ABSTRACT**

This disclosure describes an unmanned aerial vehicle ("UAV") configured to autonomously deliver items of inventory to various destinations. The UAV may receive inventory information and a destination location and autonomously retrieve the inventory from a location within a materials handling facility, compute a route from the materials handling facility to a destination and travel to the destination to deliver the inventory.

Apr. 30, 2015

MONITORAMENTO DE CONCORRENTES OU PARCEIROS...

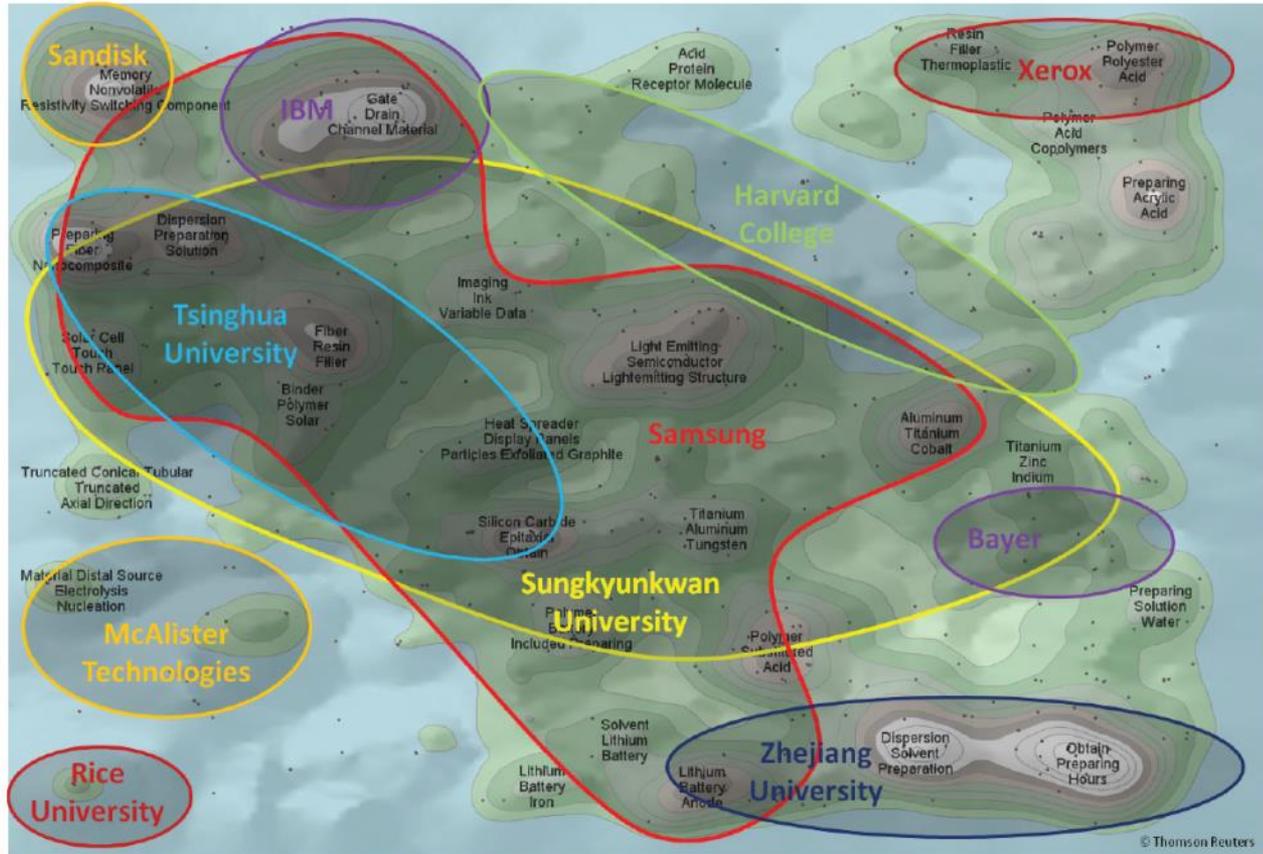


Figure 7: Graphene patent landscape map with selected top applicants highlighted



Os inovadores de hoje

precisam captar sinais e insights, separá-los de ruídos e estimar potenciais retornos.



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**Como sua empresa vai se preparar
para esse mundo novo?**

Derwent

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