



# Innovation Packaging – A Boon to the Packaging Industry in 2020

In the course of the recent couple of years, we have seen drastic changes in the packaging industry and the world is moving towards the more innovative, artistic and environment-friendly packaging technology.

Last year showed us unlimited innovations in the packaging industry. Some of the major e-commerce giants took these innovations to a new level and they focused more on the customer experience starting from the purchase to the un-boxing of the product.

Innovation Packaging pushed all the boundaries of creative design and artistic thinking to an extent where people couldn't have imagined a few years back.

With each passing day, the packaging industry is coming up with more innovative ideas and all of these print and packaging companies are heading towards a common goal – reducing environmental pollution, recycling of wastes and minimizing the quantity of trash in our day to day life.

