



Press Release

myHumana Pack: The curtain rises on innovative DMK packaging Humana rethinks the concept of packaging – in collaboration with more than 6,700 mothers

Bremen, 5 November 2018. Through its Humana brand, the DMK Group is committed to applying tailored, progressive, compassionate solutions to its products, even those intended for its youngest customers. To achieve this, the company surveyed mothers all around the world in seven countries about what would make their lives easier. The result? The new, innovative form of packaging for powdered baby formula that has been available in stores since October. The new Strückhausen facility will be the home base for the Humana brand and myHumana Pack.

In order to gain an even better understanding of what mothers want and provide them with optimal support as they care for their little ones, Humana asked mothers the world over to describe what's important to them. The responses from 6,735 mothers were unanimous: Safety, convenience of use, an appealing design, the perfect dosing system and protection against bacteria. The result – a ground-breaking form of packaging – that meets every possible need. The 'myHumana Pack' has been available for purchase in five countries (Germany, Italy, Spain, Portugal and Poland) since October.

'This innovative packaging makes it possible to prepare baby formula more safely, hygienically and simply than ever before. The ProBalance seal on the packaging is our promise to mothers that our product contains all the important nutrients their child needs to develop naturally,' explains Iris Behrens, Head of Global Marketing at Humana.

Safe preparation in no time at all

In its search for packaging that could meet all of those mothers' requirements, DMK brought an experienced partner on board: the manufacturer A&R Carton.

Lars Willner, Business Area Director at AR Packaging of which A&R Carton is a member had this to say: 'More than three years of development – during which we paid particular attention to the strict and increasingly numerous requirements placed on highly sensitive products – have gone into the design of our patented packaging system. The advantages of the packaging, including those with regard to the environment and logistics, are clear: The myHumana Pack is noticeably lighter-weight and has a lower CO2 footprint than current alternative forms of packaging.'

The packaging is easy to open and reclose. A protective membrane keeps the powder fresh until it is opened for the first time. Barriers against moisture and oxygen protect formula from bacteria and loss of nutritional value – and the large opening prevents the powder from coming into contact with skin unnecessarily. The ergonomic design and practical spoon holder make it possible to prepare a bottle with one hand. The built-in measuring spoon is handy and always within reach; it can be used to measure out doses precisely using the lip of the opening. What's more, all of the packaging materials are free of BPA, mineral oils and chlorine, as well as 100% vegan (containing no animal products).



A home with a bright future

What's more: The DMK Group is also thinking ahead when it comes to production: with a state-of-the-art plant for baby food, it is investing in the future. The Strückhausen facility will soon be the Humana brand's new home base, and thus the myHumana Pack headquarters as well.

'The new packaging is yet another building block in the Humana brand's strategic realignment; the complete commissioning of the Strückhausen facility in 2019 will continue that development,' notes Stefan Eckert, COO of DMK Baby.

About the DMK GROUP

Germany's largest dairy cooperative DMK Group processes milk into food of the highest quality with around 7,700 employees at more than 20 locations in Germany and the Netherlands. The product portfolio ranges from cheese, dairy products and ingredients to baby food, ice cream, health products and special pet food. Brands such as MILRAM, Oldenburger, Uniekaas and Humana have earned the trust of consumers at home and abroad, making the company an established player in its home markets and selected target markets around the globe. As the fourth largest supplier to the German food retail industry with a total revenue of 5.8 billion euros, the DMK Group is one of Europe's leading dairy companies.

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