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Featuring:

Bitmedia Labs:
Building Today for a Better
Tomorrow

Gearco, Inc:
Extended-Stay Software for
Hospitality Innovation

Editor's Letter

Welcome to the March 2026 issue of Acquisition International magazine, where we bring you the latest news, features, and success stories from the corporate landscape all around the world.

The world is changing, fast. We're here to make sure you have all the information you need to keep up with the dynamic shifts and changes, and we're sure you'll find something inspiring within these pages. We invite you to peruse this issue to find out more about AI transformation, software development, digital business advancements, and more.

Incredibly, we're all adapting and evolving along with the quick-paced digital advancements and it's an honour to present our March issue as it covers a diverse range of subjects across the business landscape.

We sincerely hope you have a prosperous and exciting month ahead, and we look forward to seeing you again soon for another instalment of our esteemed magazine.



Sofi Parry, Senior Editor



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Sela and 2bcloud Announce Merger, Forming a Leading Multi-Cloud Engineering Firm for the AI Economy

Sela and 2bcloud announced their merger, forming one of the region's largest multi-cloud engineering organizations.

The move reflects accelerating demand for cloud-native, data-driven, and AI-powered transformation.

The combined company will operate under the Sela brand, employ more than 500 cloud engineers, and hold premier partnership designations across Amazon Web Services (AWS), Microsoft Azure, and Google Cloud.

Together, the companies advance a shared mission: building the world's #1 cloud

services company for tech companies.

As AI adoption surges, organizations face rising complexity, talent shortages, and pressure to modernize faster. The newly combined Sela-2bcloud organization is designed to meet these demands with greater scale, engineering depth, and delivery capacity.

"Companies are facing a perfect storm of AI disruption, data complexity, and global competition for talent," said Ron Sprinzak, CEO of Sela. "By merging 2bcloud into Sela, we're creating a cloud engineering force with the depth, scale, and speed customers now require."

Evan Spaeder, General Manager of Sela U.S., added: "The U.S. market is accelerating toward AI-driven products and cloud-native transformation. Combining Sela's delivery strength with 2bcloud's deep expertise in digital-native companies positions us to support customers at every stage of growth."

Sela brings more than 30 years of engineering experience across cloud, data, and modernization. 2bcloud contributes a strong footprint among ISVs, SaaS, and digital-native companies, with a reputation for agility and high-velocity delivery.

"Tech companies are under tremendous pressure to modernize faster and adopt AI responsibly," said Gil Ron, CEO and founder of 2bcloud. "Merging with Sela accelerates our ability to do that at scale." The merger also strengthens partnerships with AWS, Microsoft Azure, and Google Cloud.

The combined team will deliver large-scale migrations, data modernization programs, cloud-native rearchitecture, AI and analytics initiatives, and multi-region, multi-cloud projects aligned with hyperscaler priorities. Focused primarily on ISVs, SaaS companies, and high-growth technology firms, the merged organization will offer managed cloud services, optimization, modernization, data engineering, AI/ML, architecture, professional services, and training – all with multi-cloud fluency. With delivery teams across the United States, Europe, Israel, and India, the new Sela is built to operate at global scale and support the companies building tomorrow's software.



SoftwareOne to launch globally as an authorized Google Cloud Distributor

SoftwareOne, a global software and cloud solutions provider and distributor, announced that it has become one of the first global authorized Google Cloud distributors, marking an important step in expanding its global cloud solutions portfolio.

SoftwareOne will roll out its Google Cloud distribution capabilities across 10 launch markets, including Australia, Austria, Denmark, France, Finland, Germany, India, Norway, Sweden, and the United States, with additional markets to follow throughout the year.

SoftwareOne will enable partners to access Google Cloud, Google Workspace, and Gemini Enterprise through a consistent, scalable, and partner-centric model across regions.

"Bringing Google Cloud into our global distribution portfolio is a strategic milestone for SoftwareOne. It means our partners now have access to Google's leading cloud technology through our trusted partnership, backed by our global scale, services capability, and local market expertise," said Gudmundur Adalsteinsson, Chief Partner & Sales Officer at SoftwareOne. "Being on our partners' side means to simplify complexity, give partners greater choice, and enable them to better serve their customers with Google solutions."

SoftwareOne will provide enhanced operational, business, and technical support across regions to help partners onboard smoothly and scale their Google Cloud offerings. This includes guided partner progression, transparent and simplified billing via Cloud-iQ SoftwareOne's platform that standardizes invoicing, and provides a single, central view of usage and subscriptions.

In addition, partners will gain access to regional expertise and certified specialists who help ensure smooth onboarding and provide ongoing guidance to help partners operate and scale their Google Cloud business with confidence. SoftwareOne will provide transparent invoicing, access to Google Workspace, assistance with provisioning requests, and support for optimizing costs.

"SoftwareOne's launch as a Google Cloud Distributor combines the breadth of Google Cloud's solutions portfolio with SoftwareOne's scale and dedicated focus to partner success," said Steve Erdman, Global Head of Sell + Service Partners at Google Cloud. "Their partner-centric model, reinforced by their value-added services and solutions aggregation, can facilitate the expansion of Gemini Enterprise, AI and Google's leading cloud solutions to businesses globally."

By collaborating with Google Cloud, SoftwareOne is reinforcing its commitment to partner growth, offering the scale of a global organization with the flexibility, support, and local engagement partners need to succeed in today's cloud-first economy.



Why Poor AI Transformation Could Be an Expensive Mistake for Your Business

By David, Chief Strategy Officer at &above, an AI product studio

Artificial intelligence (AI) holds masses of potential for business optimisation. It can support efficiency and productivity across the board. But it needs to be implemented properly. Too many companies find themselves struggling to gain worthwhile returns on their AI investment, but it's not the tech at fault. More often than not, poor implementation and infrastructure are the reasons why AI fails.

Why AI isn't a standalone solution

Many businesses feel shortchanged by their AI "transformations" because their expectations are too high. It's not that AI isn't up for the job, but rather that it isn't a plug-and-play solution. AI doesn't – can't – work in isolation. Without clean data and a viable infrastructure, even the most advanced AI tech will deliver poor results. And for the businesses currently struggling to keep up, that means risking the loss of both operational efficiency and strategic relevance, as their poorly integrated technology fails to live up to its potential.

It's a problem that is being amplified by the broader public narrative. While AI-driven job losses have dominated the AI conversation, the real disruption is actually coming from the operational and cultural changes required to make AI work. Businesses are caught, knowing that transformation is necessary, but struggling to implement it without criticism. All the while, technology continues to change and advance, making it even harder for companies to keep up.

A growing need for cohesion and willingness to change

Alongside predictive and generative AI, we're now seeing the development of agentic AI. These are systems that are able to make and act on decisions autonomously. It's one of the most fundamental changes since AI was developed, holding the key to genuine autonomy, allowing businesses to move on from the "grunt work" and focus on the things that can bring in revenue. And to support that even further, it can deliver the insights businesses need to effectively strategise, improve forecasting, and personalise customer experiences. But that value can only be unlocked when AI is implemented properly. If it's used on an ad hoc basis, it's easy for a fragmented ecosystem of disconnected tools and isolated initiatives to evolve, preventing the tech from living up to expectations.

It's a problem also being felt by those businesses unwilling to give up on their legacy infrastructure. People become attached to the systems they know, so they attempt to modernise through piecemeal add-ons. But these are systems that can't communicate with the new tech, leading to data silos and communication errors. What many businesses are failing



to understand is that they don't need another layer of technology, so much as a complete behavioural and cultural shift.

It's not just the technology that matters

Successful AI adoption is as much about culture as it is about technology. For AI to deliver returns that justify the investment, organisations must also invest in the behavioural frameworks that help teams to work with it.

Effective and consistent measurement is another must for AI implementation. Because if you're not tracking the relevant metrics – productivity, efficiency, revenue growth, customer satisfaction – you can't see what's working and what needs to be changed.

Scalability and replicability matter too. The more you can roll out successful AI use cases across teams and functions, the greater the impact and returns will be. But this doesn't happen overnight. The AI value curve develops gradually, and many organisations overlook this, mistaking delayed returns for failure. That misconception, coupled with the issues surrounding data, is the cornerstone of why so many companies feel their AI investments have fallen short.

Data is the area where the majority of businesses struggle with AI. There's a widespread failure to realise that AI can only perform at its best when data is clean, accessible, and fully integrated. When data is fragmented or siloed, it's impossible for AI to do what it's designed for. So, if you don't restructure your data, or at least implement systems that clean and connect it as you go, AI won't be able to deliver the results you expect.

Equally important is tool selection. When integrating AI, you need to choose tools that solve your organisation's core challenges. Experimentation can be useful, but it must be disciplined and carefully piloted before gradual scaling. And you need to focus on structured, company-wide education to support that, ensuring that your teams not only understand how to use AI effectively, but that it's a tool rather than a threat.

AI can't solve all of your business' problems. That's not what it's designed for. But with preparation, planning, performance measurement, and the effort to ensure strong cultural integration, it can bring enormous value. So, stop thinking of AI transformation as an easy fix to organisational glitches or a way to reduce your headcount. AI is at its very best when it's informed, supported, and being used to support the capabilities of your people.

Why the Leaders Who Embrace AI Will Win the Next Decade

This exclusive interview with Jon French was conducted by Tabish Ali of the Motivational Speakers Agency.

Jon French is a globally recognised innovation speaker and senior business leader with more than 25 years' experience driving transformational change across the technology sector.

As Managing Director of Android Global Business at Google, he brings first-hand insight into how organisations can harness emerging technologies, translate disruption into opportunity and scale with confidence in fast-moving markets.

Prior to his current role, Jon held senior leadership positions at Microsoft, Samsung, HTC and other global technology brands, consistently delivering growth, building high-performing teams and shaping commercial strategy across Europe, the Middle East, Africa and Asia Pacific.

His keynote sessions translate complex topics such as AI implementation, digital transformation and global growth strategy into actionable frameworks that business leaders can apply with impact. In this exclusive interview with the AI Speakers Agency, Jon French shares his perspectives on the future of leadership amid technological disruption, the behaviours that separate successful organisations, and how leaders can turn innovation into sustainable advantage.

Question 1. Do you think AI will replace business leaders or make them smarter?

Jon French: So AI is definitely going to have, uh, an impact on some roles and some professions, and there will be more versus others. Um, I think that the lower-level tasks and lower-level roles are going to be impacted more than others, but this technology is evolving at such a rapid rate it's really hard to tell, but that's the exciting part around AI as well.

Um, I do believe, though, that like any tool, AI is simply that. It is a tool. And so the most important thing is to train yourself and train your teams how to know how to use that tool. If you shy away from it, if you're scared



of it, then you'll miss that opportunity, and then you risk it disrupting yourself and your business.

Question 2. In the era of AI, what will separate the winners from the losers?

Jon French: If I think about the companies that I've worked for and the career that I've had, and I think about the characteristics that separate the winners from the losers over that time, I'd probably put it down to those individuals and companies that are constantly vigilant and are curious.

So, taking time to carve out time for research, listen to customers, and then aren't afraid to be bold to disrupt because they want to, not because they have to.

Question 3. What are the key ingredients for global brand growth?

Jon French: So I think when we ask that question, it's about how global brands can be resonant locally. So there are very few brands in the world that actually exist and are the same everywhere around the world.

Essentially, a brand is, yes, it's an insignia for your business, but actually more than that, it is designed to create an emotive response. And that emotive response, like the cultural changes that we just made, all the cultural differences, is something that is very different region by region.

So what you have to do is create a global brand ethos and then adapt that ethos to every region that you are part of. So look at some of the most successful brands in the world. You'll see them everywhere in the world, from every airport where you land.

But the people that represent that brand, or the messaging that surrounds that brand, will be different. So again, just don't try to replicate global success. Be humble, be open, and translate the ethos of your brand to speak to consumers in different parts of the world in different ways.

Question 4. What do you hope audiences take away from your public speeches?

Jon French: I would like people to take away a sense of excitement, opportunity, and optimism. So if you are driving change, then you put yourself in a great position to take the opportunity from change. If you don't drive that change, you risk being changed. But that's a really exciting world to be a part of.

So, if you use, I would like people to learn from my experiences over 25 years in the tech industry, and being very fortunate to have been in the room or in the company at some times that have, frankly, changed the world.

I never realised that at the time, but you look back, and what I would want my speeches and the people that see my speeches to understand is that this is not theory. This is history. And I'd like them to take some excitement, some inspiration from those stories and apply them to their own businesses, so actually they can excite themselves and excite their own teams to take advantage of a really bright future.

Building Today for a Better Tomorrow

Following years of rapid growth and experimentation, the technology and digital products market has become more mature and increasingly demanding. Today, clients favour companies that build useful products, run clear business models, and deliver results consistently, rather than those chasing hype and short-term trends. At the forefront of this shift is Bitmedia Labs, a forward-thinking company that has made a name for building systems that scale reliably and remain effective even as the market shifts. Join us as we spoke with Founder Matvii Diadkov to learn more about Bitmedia Labs and its outstanding operations.

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Bitmedia Labs is a high-tech company that specialises in building and growing digital businesses at the intersection of business strategy and technical execution. Since 2014, the company has specialised in developing scalable digital advertising networks and browser-based gaming products, focusing on sustainable performance and long-term value rather than short-term hype.

In a saturated market, Bitmedia Labs stands out for its strategic decision-making model. Every product, technical, and operational decision first starts with a clear business goal and works backward to the technology required to support it. This approach



ensures that product design, infrastructure, and economics are aligned from the very beginning, rather than building features for trend value or scaling for volume alone.

“The mission of Bitmedia Labs is to build scalable businesses with clear structure and strong foundations,” Matvii told us. “The main advantage of the group is how decisions get made: every product and technical choice supports real business goals. This approach helps us to build products that stay relevant, scale reliably, and deliver real value to clients and users.”

Matvii Diadkov is a founder-operator building at the intersection of business strategy and technical architecture. With over a decade in crypto, adtech, and gaming, he turns complex technologies into scalable, performance-driven companies designed for long-term relevance. Alongside operating Bitmedia Labs, he actively invests in and mentors early-stage startups, helping founders align product, economics, and market demand from day one. He also leads social initiatives through Bitspilka, applying the same discipline and strategic thinking to humanitarian projects, reflecting his belief that responsible entrepreneurship extends beyond business results.

One of the company’s core products, Bitmedia.io, is a global advertising platform that offers self-serve campaign management, precise audience targeting, real-time performance tracking, and formats that go beyond the bounds of classic display ads, including native placements, Telegram ads, PR, and KOL campaigns.

Built around real advertiser demand, Bitmedia.io uses proprietary technology, AI-based optimisation, and real-time analytics to

manage and optimise campaigns, in addition to applying strict verification and advanced anti-fraud filtering to protect traffic quality. With Bitmedia.io, advertisers maintain clear control over their campaigns, targeting, and budgets, while publishers earn stable revenue from traffic that truly fits their audience.

Alongside its advertising network, Bitmedia Labs also develops browser-first gaming products focused on building collective gaming experiences where players can play, progress, and earn without friction. These worlds are designed for mass-market adoption, combining deep progression systems and balanced in-game economies that reward time, skill, and creativity without creating “pay-to-win” pressure.

Across its endeavours, Bitmedia Labs leads with clarity, accountability, and long-term thinking. Clarity ensures that clients and partners can clearly understand the products and their expected outcomes, which supports better decision-making across advertising, publishing, and product development. Accountability is maintained in both internal processes and external collaboration, leading to more reliable delivery and stronger trust across advertising campaigns and game development.

Finally, long-term thinking influences every strategic decision. Rather than optimising for short-term gains, Bitmedia Lab focuses on sustainable growth, quality, and durability. In doing so, the team ensures that all products within the group scale responsibly and deliver consistent value to clients, partners, and users over time.

This understanding of long-term value will carry through 2026 and beyond. Looking ahead, Bitmedia Labs is narrowing its focus on strengthening and scaling its existing businesses. Rather than launching in new directions, the company’s priority is to deepen product maturity, improve efficiency, and build long-term resilience across the group.

This mission will be supported by the expansion of its team, with plans to hire experienced specialists in product, engineering, and operations. The team will continue to optimise internal processes and decision-making workflows, which will allow Bitmedia Labs to keep its growth sustainable and without adding unnecessary complexities.

At the same time, Bitmedia Labs plans to attract investment that will accelerate the development of its current products, including Bitmedia.io. Any external capital acquired will be used with purpose: supporting product improvement, infrastructure, and market expansion rather than experiments beyond the core focus.

“Overall, our strategy centres on disciplined scaling,” Matvii concluded. “We invest in people, systems, and products that already show traction, while maintaining a clear focus on long-term value and operational stability.”

Extended-Stay Software for Hospitality Innovation

Revolutionising extended hotel stays by delivering a suite of cutting-edge SaaS solutions geared towards streamlining operations, enhancing experiences, and boosting profits, Gearco, Inc. is a cloud management solutions provider like no other. With its drive to empower extended-stay properties through state-of-the-art technology being stronger now than ever before, the company has once again been celebrated in the 2026 Global Excellence Awards, this time as the Best Cloud Management Solutions Provider 2026 – USA.

Building trust through transparency and operating atop a strong ethical code, Gearco works closely with its partners to develop tailored solutions that are both kind to the planet and beneficial to the businesses of its clients. At the centre of the company is a fully integrated SaaS platform, which has been designed for use within the extended-stay hotel industry. Capturing a niche, this proprietary technology consists of a single, user-friendly interface, and optimises everything from guest reservations to property management.

The Gearco® Cloud Property Management System (CPMS), as it is called, is a comprehensive software platform that can manage various property types seamlessly, from independent hotels and vacation rentals to those outside of the hospitality space, including self-storage facilities. This is made possible by the flagship True Extended Stay® technology, which unlocks the possibility for such features as integrated secure credit card processing, paperless document handling, automatic late fees, and deposit retention controls, to name a few.

An encompassing suite of features such as this makes the platform a game changer in driving efficiency and boosting client satisfaction levels. This is especially true of the extended-stay hotel market, with the team here recognising the array of unique challenges that those operating in this sector have to face. CTO Eric Almond explains it best when he says: "Our commitment to client success and personalised support has earned us a reputation as a trusted technology partner in the hospitality sector."

Clients themselves are quick to corroborate this claim, with Winston, a property manager and avid user of the CPMS platform stating: "Gearco makes it easy to keep track of everything that is going on in our property. I have used other PMSs that don't come close to what Gearco offers. We are able to vault cards and do other things securely that I have not seen offered by other companies at the price we can get it from Gearco."

Akber, a CEO who has used the software for two years, similarly reported: "There are a lot of companies that have good software with horrible services when you need them, and companies that have great service but lack a complete suite of features. Gearco has the best of both worlds: software that provides all the features we need at our property, with exceptional service and support when you need them."

The tremendous feedback Gearco receives from clients also stems from the company's ability to implement customised versions of its CPMS platform, as was the case recently with a leading long-stay hotel chain. Shortly after the system was up and running, the client was experiencing a sharp uptick in their revenue, improved staff productivity, and an all-round more streamlined operation. This is just one example of the countless clients who saved time and money as a result of utilising Gearco's SaaS solution for hospitality.

To ensure the Gearco® Cloud Property Management System continues to deliver maximum client value, the team focus on continuously

enhancing it so that it can stay one step ahead of industry trends. Be it help operating more sustainably or managing the increased demand that extended-stay hotels have been experiencing, Gearco has the tools and the infrastructure to more than meet the industry's demands, as seen through the likes of its advanced security measures and pledge to protect data.

Because hospitality industry innovation is about much more than just focusing on the present, Gearco has some exciting plans in the pipeline for its future. The most notable of these is the introduction of Rate Lock™, a revenue optimisation tool designed to help extended-stay properties maximise their earnings by automatically adjusting the rates on long stays. As Eric tells us: "This innovative solution enhances financial predictability for hotel operators while still providing cost-effective pricing for long-term guests."

Besides the introduction of this landmark tool, the next five years for the company are set to see it introduce AI, mobile integration, and self-service options to its guest engagement technology, as well as expand its hotel property management software to support the running of properties from multiple locations. Finally, a push towards forging strong partnerships within the hospitality technology space will see Gearco edge closer to its aim of becoming the go-to SaaS provider for extended-stay hospitality.

An undisputed innovator in the realm of hospitality technology, Gearco, Inc. has proven itself to be more than capable of addressing the evolving needs of long-stay hotels, with the achievements of its extended-stay hotel software when it comes to the likes of sustainability and data security setting the benchmark for the industry to follow.

For its exceptional contributions to the hospitality industry, Gearco has seen significant triumph in Acquisition International's Global Excellence Awards for four consecutive years. This year, the company has reclaimed its title as the USA's Best Cloud Management Solutions Provider 2026, a status that underpins the team's dedication to redefining the extended stay. We at Acquisition International magazine would like to congratulate Gearco on this achievement and cannot wait to see what is next for the bright minds who are driving this sustained success.

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How Does Packaging Automation Help Contribute to Business Sustainability?

You're already juggling supply chain complexity, customer expectations and regulatory pressure. Here's a strategic lever that deserves more of your attention — packaging automation. When deployed thoughtfully, it becomes a powerful tool that helps automation meet sustainability goals and improve your bottom line. Explore how exactly a shift to sustainable packaging automation can contribute to business sustainability in concrete, data-driven ways.

1. Material and Waste Optimization: Less Is More

Your packaging process is a powerful sustainability lever — and when optimized, it cuts both cost and waste. According to research from Virginia Tech, rethinking how boxes, pallets and stretch film work together within a unit load can make a measurable difference — cutting environmental impact by up to 23% thanks to smarter use of corrugated materials.

Similarly, a study showed that reducing packaging material weight by just 8% translated into 1.6 million tons of material saved annually worldwide and more than \$3 billion in cost savings. Through right-sizing and structural design improvements, businesses can eliminate excess void space, use lighter materials and strengthen load performance. The outcome is measurable — less waste, lower shipping costs and a more efficient packaging operation that directly advances your sustainable packaging automation goals.

2. Regulatory and Brand Alignment: Stay Ahead of Expectations

As sustainability standards evolve globally, packaging automation helps businesses stay compliant and credible. Automated systems simplify adherence to regulations on recyclability, labeling, and waste reduction by integrating compliance checks directly into design and production workflows. This ensures packaging meets both regional and international requirements without slowing operations.

Beyond compliance, aligning with sustainability benchmarks strengthens a brand's reputation. Consumers and partners increasingly expect proof of environmental responsibility. Automation enables consistent quality, traceable materials and transparent reporting — which reinforce trust and brand integrity in competitive markets.

3. Material Sustainability: Automating Smarter Choices

Traditional plastics, while durable and versatile, are constructed from fossil fuels and can take centuries to decompose — contributing significantly to long-term environmental waste. This reality underscores why sustainable material management has become a central component of regulatory expectations and brand accountability.

Packaging automation now plays a pivotal role in addressing this challenge. Intelligent systems can analyze packaging specs, performance requirements, and compliance standards to automatically recommend or verify eco-friendly alternatives, such as bioplastics or post-consumer recycled resins. This simplifies material sourcing and ensures every packaging decision actively supports your sustainability strategy.

4. Energy and Operational Efficiency: Reduce Emissions While Increasing Throughput

Investing in automation delivers more than speed — it creates smarter, cleaner operations. Studies show that advanced manufacturing and control systems can reduce energy use by 10-30% while improving overall productivity.

In packaging environments, automated systems equipped with sensors and real-time analytics optimize conveyor speeds, sealing cycles and power usage, minimizing idle energy and material waste. The takeaway? Automation allows you to scale output and efficiency simultaneously, advancing sustainability goals while cutting costs and emissions.

5. Right-Sizing and Freight Optimization: Shrink Your Logistics Footprint

Right-sizing packaging reshapes your logistics footprint. Companies adopting right-sized packaging lowered trailer usage by about 14% — a simple design change that delivered significant gains in transport efficiency and sustainability. By minimizing void space and customizing box dimensions through automation, you increase load density, lower dimensional-weight costs and shrink your carbon footprint — turning packaging into a driver of smarter, cleaner logistics.

These efficiencies compound over time, reducing overall transportation costs and extending the life of your fleet assets. Beyond cost savings, the data generated from automated right-sizing systems provides visibility into shipment patterns, helping you refine packaging strategies for even greater sustainability impact.

6. Data, Traceability and Continuous Improvement: Build Measurable Sustainability

Embedding automation in packaging turns sustainability into something you can measure, track and improve. Research highlights that traceability systems are crucial to achieving circular economy goals by tracking materials and life cycle data across supply chains.

Yet, a global survey found that only 14% of packaging and retail executives feel confident in the accuracy of their sustainability data — a gap that automation can close by providing real-time, verifiable insights. With precise data, you can pinpoint waste, optimize materials and demonstrate measurable progress toward your sustainability goals.

7. Scaling Sustainably: Growth Without Compromise

Sustainability doesn't have to limit expansion. Automated packaging solutions allow companies to scale production efficiently while minimizing environmental impact. By optimizing material use, energy consumption and logistics, automation supports higher output with a smaller footprint.



As demand grows, intelligent systems quickly adapt production lines to new product sizes, materials or eco-friendly formats — keeping pace with innovation without waste. The result is operational growth that aligns with long-term sustainability goals, demonstrating that business performance and environmental stewardship can advance in tandem.

Action Steps for Business Leaders

Sustainability thrives on practical execution. Here's how you can turn packaging automation into a measurable sustainability advantage:

- Benchmark current packaging metrics: Measure average box size versus product size, material usage and packaging return rates.
- Identify automation hot spots: Focus on where packaging waste or inefficiency is highest — variable-sized orders, high return rates and manual packaging lines.
- Set sustainability targets tied to automation: For example, reduce packaging material usage by 20% within 12 months through right-sizing automation.

- Select automation with sustainability in mind: Prioritize right-sizing, material minimization, energy efficiency and data capability.
- Monitor and iterate: Use data from automated systems to refine algorithms, optimize materials and reduce waste further.
- Tell your story: Share your packaging automation and sustainability gains as part of brand and stakeholder communication.

The Sustainable Edge

You have an opportunity right now to align operational excellence with sustainability leadership. By integrating packaging automation with a focus on right-sizing, efficiency, data-driven optimization and intelligent materials, you create a system where automation helps meet sustainability goals in a tangible, measurable way.

Rather than packaging being a cost center that scales with your business, it becomes a competitive advantage — leaner, greener, smarter. In today's market, that's precisely the kind of strategic edge you want.

