Stay *"Ahead of the Curve"* on how-to integrate packaging innovation into CPG.

June 13th 2019　　　　　**Christina Cvetan**

"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."

Why I Am Here:

1) Share some experiences from a career in CPG and also in retail.

2) Share insights on how to advance your innovation to a point where it can be presented to customers as a 'market ready' solution.

3) Discuss how to tailor your approach to customers and the various groups within who will be impacted and ultimately benefit from new technology solutions.

Considerations to Advance Innovation

1) Market Readiness Reality

2) Solution Ready Integration

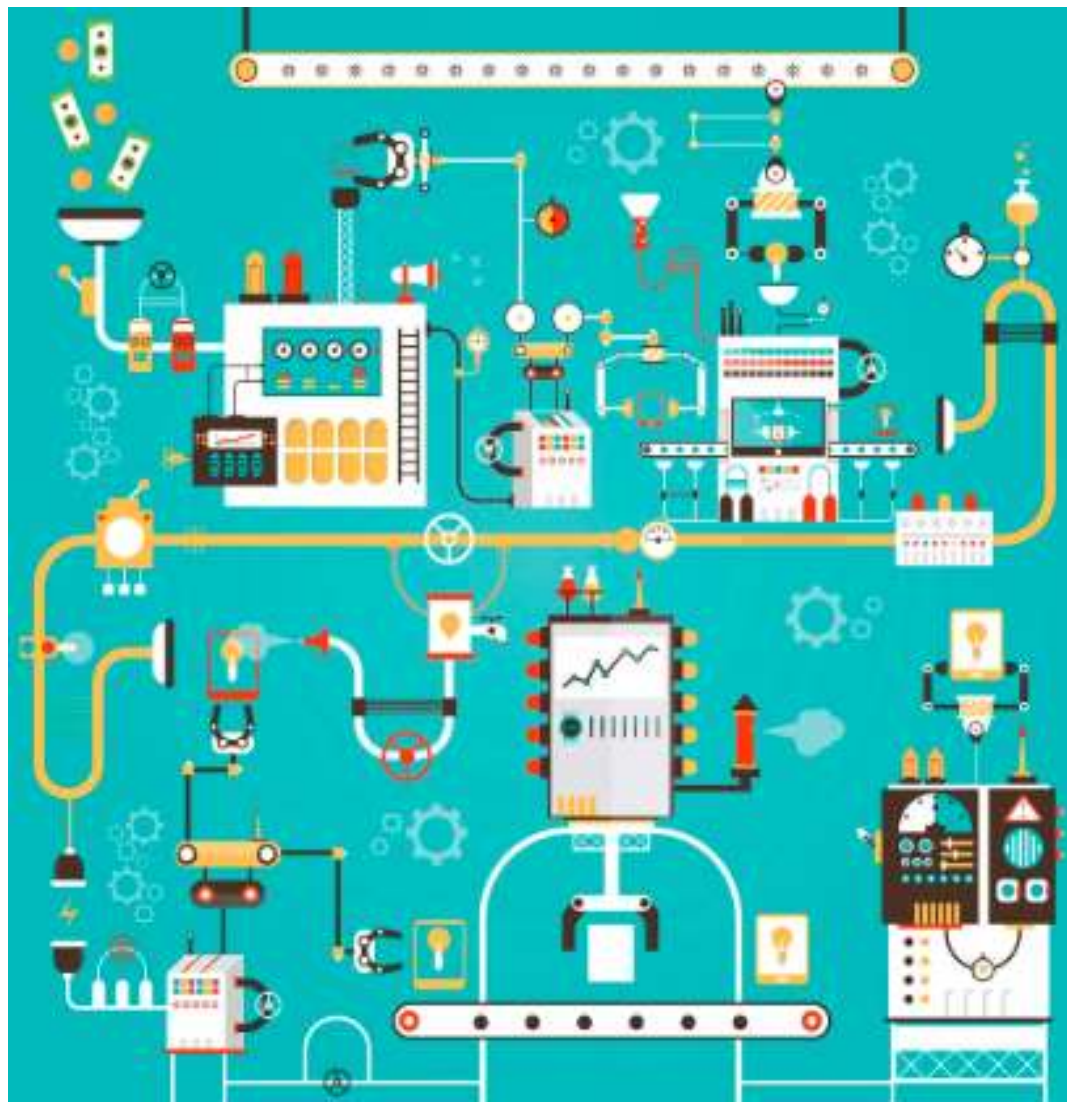3) Manufacture Requirements

4) Costs Understood

1. Market Readiness Reality

- Timing for each Stage
- Costs
- Supply Chain
- Resources Required

2. Solution Ready Integration

- ❑ Turnkey Solution or Piece of Puzzle?
- ❑ Resources / Experience Required
- ❑ Outline Steps
- ❑ Partnerships

3. Manufacture Requirements

Prepare to Answer Questions:

- How will it be produced?

- What scale is required?

- How to ensure quality?

Understand your….

- Specifications

- Production Requirements

- Quality Checks

4. Costs Understood

- What is the Value?
- Costs: Today & Tomorrow
- Margin
- Product Integration & Manufacturing

Next...

How do we *translate* the capabilities and opportunities that come with a new technology to potential clients?

||| *AotC Translate*

English **Technology** French Spanish

Technology benefits:
Technical language, details, specifications…

Print manufacturing advancements on flexible substrates enabling electronic functionality.

English **Brand Value** French Spanish

Brand benefits:
Brand story, brand image, brand identity, competitive advantage, consumer engagement, building relationships with consumers, sustainability.

Example:
NFC tags transmit or receive data via radio waves and functions through electromagnetic induction and operate at 13.56MHZ

Example:
Consumers can use their Smart Phones to digitally connect with our packaging, use this connection to tell your brand story, build consumer engagements and relationships.
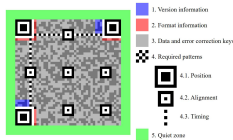

NFC works on
Magnetic induction
Contactless Reader 13,56 MHz
Contactless Card
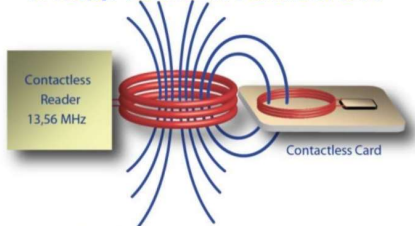
NFC)))

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||| *AotC Translate*

English **Technology** French Spanish

Technology benefits:
Technical language, details, specifications…

QR Code structure and functional elements

English **Consumer** French Spanish

Consumer benefits:
Relevant experiences/information/communication, promotions, local connections/engagement, social media sharing, social responsibility, right time - right place, personal smartphone device

Example:
Consumers can use their Smart Phones to digitally connect in store, out of store, with packaging, to gain information……………

Ingredients List:
- ☐ 1 tbsp olive oil
- ☐ 1 tsp minced garlic
- ☐ 2 roma tomatoes, chopped
- ☐ 2 sliced green onion
- ☐ 1lb spaghetti

Event: 5 o'clock Grocery Shop

Consumer engages with Smart Package to deliver:

- Recipes
- Ingredients List
- Allergen Information
- Origins of Food (ie: Farm to table)

||| *AotC Translate*

English **Technology** French Spanish

Technology benefits:
Geo-locational capabilities enabled by Internet Protocol Address, technical speak….

English **Retail Value** French Spanish

Retailer benefits:
Demanding more from suppliers, how to differentiate their customer experience and their brand, how to attract and stand out, consumer engagement, inventory management

Example:
Targeted messaging to specific stores delivered @ right time - right place
Detailed promotion down to specifics.
Differentiate by:
- Individual Store Location
- Day of Week
- Time of Day

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||| *AotC* **Translate**

| English **Technology** French Spanish | | English **Supply Chain** French Spanish |

Technology impacts:
NO Negative Impact to OEE, Line Speeds, Manufacturing Processes

Supply Chain benefits:
Brand Protection, Track and Trace functionality, End to End Data Distribution, Performance Improvement

Supply Chain To Supply Change

Example:
Digital sensors can be implemented to monitor time-temperature, humidity, physical shock, microbial spoilage, leakage, allergens etc. to provide specific data to drive/enable supply chain improvements.

Example:
Brand Protection

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||| *AotC Translate*

English **Technology** French Spanish   English **Big Data** French Spanish

Technology impacts:
Generates Lots of data, numbers, stats…..

Big Data benefits:
Real Time Analytics to Track, Learn, Adjust and Apply

Big Data is nothing if you don't or can't take action with it.

Inputs:
- Gather Actionable Insights
- Analyze and Interpret Data

Outputs:
- More Agile in Market Place
- Respond Faster (to market changes, competition)
- Fail Faster (learn from mistakes, learn, adjust, succeed)

Create a **Response Strategy**

||| *AotC Translate*

Sustainability impacts:
Life cycle assessments, carbon footprint analysis, etc.

Sustainability benefits:
Reduce Total Waste, Communicate & Educate, Create a Story

Sustainability = Value

Example:
Educate consumers on recycling specific to locations using Connected Packaging and Geo-Locational capabilities.
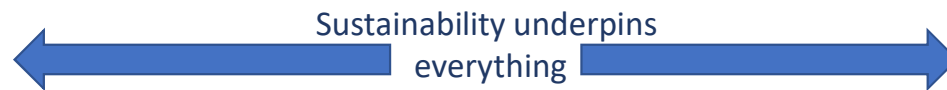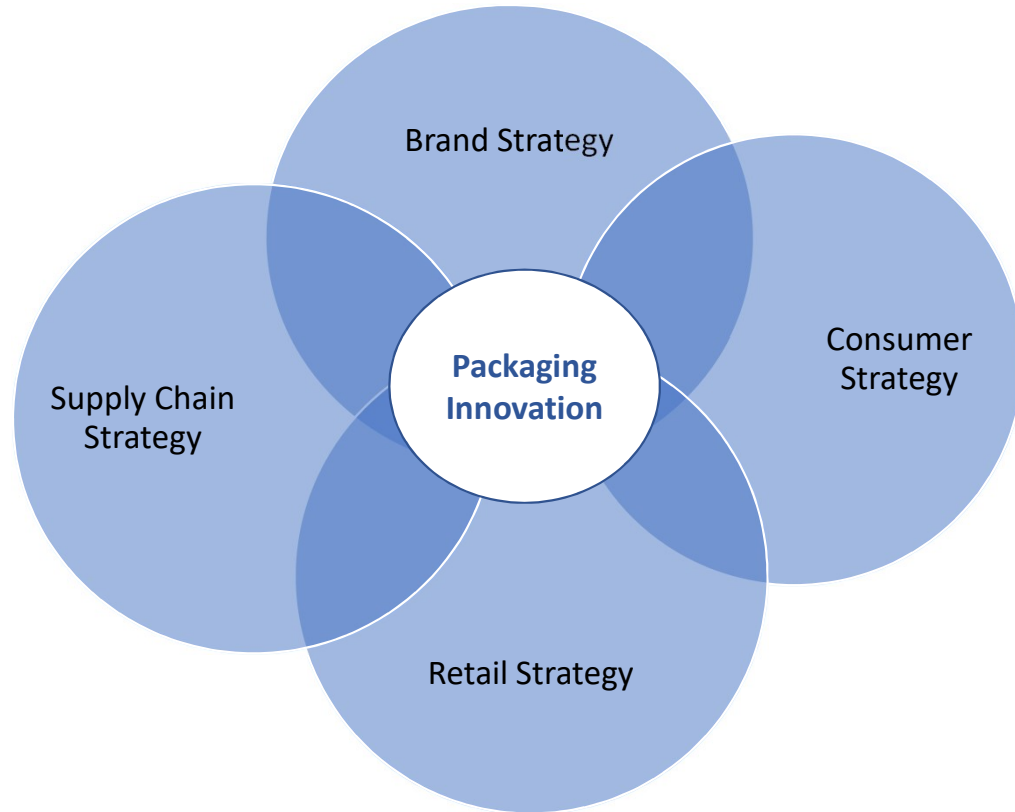
Example:
Communicate sustainability and social purpose story, goals, accomplishments and build into brand identity.

Example:
Communicate reuse, reorder, replenish, refill opportunities.

RE-DESIGN
MANUFACTURE
RECYCLING SECTOR
CIRCULAR ECONOMY
RETAILER
RE-USE REPAIR
USER

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