Stay “Ahead of the Curve” on how-to integrate packaging innovation into CPG.
"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
Many times the technical readiness of an idea or innovation is not as "ready" as what is sold or pitched to a potential customer. Nothing is more disappointing, and potentially damaging, as selling an idea and then under delivering when it comes to meeting target dates or expectations. Be sure to be realistic with your readiness and the time it takes to move from one stage to the next on the journey to market execution.

Interactive w/ audience – ask question -

Have you ever under delivered? I have…..top level example.

Innovation is not perfect…be realistic.

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
How do we *translate* the capabilities and opportunities that come with a new technology to potential clients?
**Technology benefits:**
Technical language, details, specifications...

Print manufacturing advancements on flexible substrates enabling electronic functionality.

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

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

**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.
Technology benefits:
Technical language, details, specifications...

QR Code structure and functional elements

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

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

**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
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

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
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**
### Sustainability Benefits:
Reduce Total Waste, Communicate & Educate, Create a Story

### Sustainability Impacts:
Life cycle assessments, carbon footprint analysis, etc.

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**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.
Advance Innovation + Translate Tech = Success

Summary

Brand Strategy
Consumer Strategy
Retail Strategy
Supply Chain Strategy

Packaging Innovation

Sustainability underpins everything