



## Why This Webinar?

To understand how smart packaging design, material selection, testing, and supply chain optimization can significantly reduce total product cost – without compromising quality or compliance.



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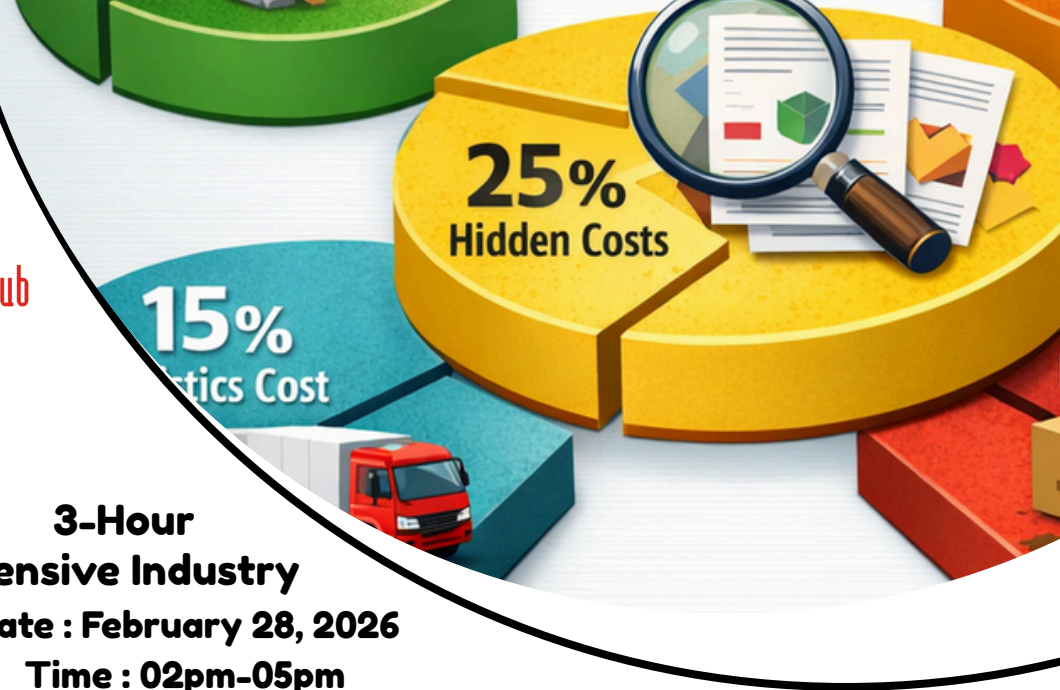
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**Webinar Participation Fee**  
**Rs. 999/ delegate**

**3-Hour  
Intensive Industry**  
**Date : February 28, 2026**  
**Time : 02pm-05pm**



## Webinar

# Packaging Cost Optimization Why & How ?



**Packaging Clinic and Research Institute**  
**PCRI- the power of Packaging**

# Focus



In today's competitive market, Packaging cost directly impacts product profitability. However, uncontrolled cost reduction may lead to product damage, compliance risk, and brand loss.

This webinar provides a structured and scientific approach to reduce packaging cost without compromising quality, safety, or regulatory standards



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# Areas to Cover



- Understanding Packaging Cost Components
- Primary, Secondary, Tertiary packaging cost
- Material vs Conversion cost
- Logistics cost
- Damage & return cost
- Hidden costs (overdesign, compliance penalties)
- Packaging as Cost Centre vs Profit Centre



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