



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



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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Webinar Participation Fee

Rs. 999/ delegate

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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