

STRATEGY WORK

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STRATEGIC
GUIDANCE



ASSESSMENT



VALUE
CHAIN

Major Packaging Company

FOOD INDUSTRY MARKET ASSESSMENT



RESULTS

The firm is on their third acquisition in 3 years.



CLIENT PROFILE

Excess capital and a decreasing core business drove a 2 billion international firm to explore entry into the plastic packaging arena that supplied food companies.

OPPORTUNITY

As the strategic technology arm of the assessment team, PTR explored the food industry and its plastic film suppliers to identify acquisitions.

SOLUTION

Identified segments in the plastic film market based on shifts in technology and processing gaps created by emerging food processing technology [e.g. high pressure processing (HPP), pulsed light, and microwave assisted thermal sterilization (MATS)].

This sliced the plastic film market within the food industry identified opportunities for value-added acquisitions. Relevant small (50-100million in revenue) plastic companies were identified and assessed in terms of capability, current customers, core technologies and emerging food markets.

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