

STRATEGY WORK

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STRATEGIC GUIDANCE



ASSESSMENT



VALUE CHAIN

Major Packaging Company

STRATEGIC DIRECTION



RESULTS

R&D dollars were prioritized within an innovation pipeline identifying short, medium and long term initiatives, level of complexity and the dollar value. A bowl to replace PET for the chilled food market was introduced with much success and innovation continues.

CLIENT PROFILE

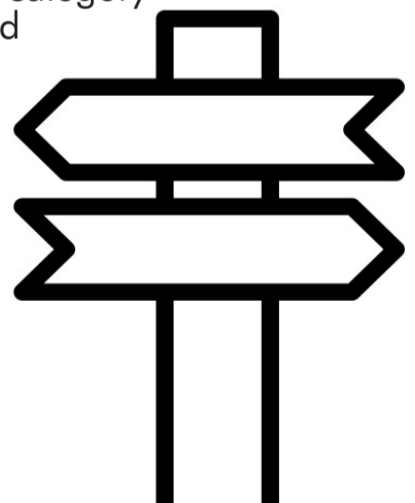
A large packaging supplier was starving for strategic direction on what food categories to focus on for new growth in primary food packaging.

OPPORTUNITY

With an in-depth understanding of food deterioration mechanisms PTR identified opportunities where the clients existing product line could meet current food needs and aligned with emerging food processing technology.

SOLUTION

Specific OTR, WVTR and mechanical properties for packaging in 30 categories and major product within each category were defined. This provided specific direction on which of package offerings met current food needs and aligned with emerging food processing technology and consumer trends, identifying opportunities and refining the direction.



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