

# TECHNOLOGY WORK

Learn more about our capabilities and all of our work at [www.packagingtechnologyandresearch.com/](http://www.packagingtechnologyandresearch.com/)



SCIENCE  
ADVISOR



TECHNOLOGY  
EXPLORATION



ASSESSMENT

Labeling Company

## Science Advisor for Clean Label Products



### RESULTS



Strategic guidance on value chain partners



Development of an actionable stance on sustainability



More rapid new product and package introductions



75% decrease in consumer complaints



Nimble screening of new technologies for applicability as they emerge

### CLIENT PROFILE

With a business growing at 25% annually in response to consumer interest in clean label products, manufacturing was struggling to keep up and extend shelf life. Trusted expertise in food science, packaging, and processing were needed to future growth and allow the business owner's vision to become a reality.

### OPPORTUNITY

A small clean label product needed packaging as well as food science strategy expertise to guide decision making.

### SOLUTION

In the science advisor role, I advised on strategic and tactical food and package solutions to increase shelf life, enhance process control, and add retail appeal. This led to added confidence to decision making and allowed decreased time to market.

As a Science Advisor, PTR was available on-call as needed for technology strategy as well as hands-on shelf life studies and real-time quick solutions to make new products a reality. Relevant consumer and market trends, new food and packaging technologies, materials, and machinery were screened to keep client up-to-date.

### Connect with Packaging Technology and Research



[claire@packagingtechnologyandresearch.com](mailto:claire@packagingtechnologyandresearch.com)



1.612.807.5341



[www.PackagingTechnologyandResearch.com](http://www.PackagingTechnologyandResearch.com)



[www.linkedin.com/in/clairekoelschsand/](http://www.linkedin.com/in/clairekoelschsand/)