

# TECHNOLOGY WORK

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SCIENCE  
ADVISOR



TECHNOLOGY  
EXPLORATION



ASSESSMENT

Food Packaging Supplier

## Science and Technology Advisor



### CLIENT PROFILE

A packaging supplier was inundated with new technologies to explore by upper management and paralysis had taken over with no decision being made for fear of not pursuing the “right” technology. Meanwhile, the business units were not able to offer a competitive advantage vs the competition.

### OPPORTUNITY

PTR ability to scan the landscape of food and packaging in the past, present and future allowed for a trend analysis that identified which technologies held the great financial returns as well as strategic value vs the competition short and long term. Because trends and available technologies are not static, the business struggled with a fluid landscape.

### SOLUTION

Specific projects were identified by the team. Technology partners for testing, pilot plant, and production were identified and managed. Monthly updates on relevant technologies to key business leaders provided a platform for continuous improvement within existing projects, awareness of what technology competitors may employ, and a path forward in IP efforts. PTR ability to rapidly answer on-call questions about new technologies allowed business leaders an outside the business perspective and allowed R&D efforts to stay on-track.

### RESULTS



Alignment of viable technologies to business goals in each unit



Rationale for R&D investment



Identification of missing technologies needed to be competitive and for IP efforts



Process for assessing value chain partners that align with company needs

### Connect with Packaging Technology and Research



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