

# Package Innovation

**Collaborative Best Practices & Opportunities For Brand-owners, Retailers, & Package Suppliers**

Package innovation is driving growth and profit across the value chain. As point-of-purchase appeal and consumer preference trends collide, package innovation is fueling billions of dollars in new growth opportunities.

This progressive research project quantifies the stage-gate approach to new product/package ideation and strategic development and deployment of package innovation.

Original Research Gleaned From More Than 50 1:1 Interviews  
With Senior Decision-makers Across the Packaging Value Chain

## Key Learning 'Lenses' Help You See The Future of Package Innovation

- Nearly 40 Figures & Tables – Including Package Innovation Best Practices Across Glass, Metal, Rigid/Flexible Packaging, & Paperboard Segments
- 28 “Net Result” Conclusions Triangulated & Based On Significant Primary & Secondary Research
- 10 “Action Item” Stage-gate Checklists That Will Enable You To Deliver Superior Package Innovation
- Results, Analysis, & Conclusions Of The *Package Innovation Report Survey* Conducted Exclusively for This Research Project

## What You'll Learn By Reading & Using This Report:

- How to overcome the basic challenges to package innovation at the CPG level
- Why consumer research is critical to package innovation
- How and why the “re-centralization” of internal resources and assets can fast-track the pursuit of innovation
- How to achieve greater speed to market without sacrificing true innovation
- How to “sell” innovation to marketing and manufacturing
- How to avoid derailment of innovation partnerships
- How company size impacts the ability to innovate
- How to move innovation efforts from a cost center to a profit center mentality
- Discover who the package innovation leaders are and the best practices they use

*PLUS: 10 Key Recommendations To Ensure Continuous  
Package Innovation Development & Commercialization Through 2010*

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## Who Will Benefit From This Report

**Retailers** with a critical, immediate, and constantly changing need for the competitive advantage package innovation imparts to demanding consumers at point of purchase and in use occasion.

**CPGs** seeking the highest levels of creativity and efficiency in their new product/package development and manufacturing processes, and who have the greatest need for a total understanding of the integrated supply chain approach to package innovation.

**Cross-functional teams** with research, design, branding, purchasing, manufacturing, and marketing responsibility to bring new product/package innovations to market quickly and on budget.

**Package suppliers and converters** willing to be vested, collaborative, package innovation development partners with CPG customers.

**Raw materials suppliers** who understand the advantage of “push-marketing” high-performance, value-added packaging to CPGs.

**Contract packagers** who want to learn how to sell the advantages of test market and full-production-capable outsourced package filling directly to CPGs.

## *Why This Research Is Important To You Today & Through The End of This Decade*

Package innovation has become the key enabler of new growth across consumer package goods producers and retailers. Such top-tier CPGs as Procter & Gamble, Kimberly Clark, Gallo, Kraft, Kellogg’s, and others are creating internal organizations focused on using market and consumer research, channel and distribution trends, and packaging to deliver higher-value-added packaging innovation solutions that drive top line growth and bottom-line profits.

This original research and assessment of the process of package innovation will enable retailers, consumer package goods producers, package suppliers and converters, and contract packagers to identify innovation development obstacles, create an environment of collaborative ideation and production, and effectively and efficiently manage from concept to commercialization the entire package innovation process.

As the stakes in the \$440 billion global packaging marketplace skyrocket toward the half-trillion-dollar mark by the end of the decade, this competitive intelligence resource will be your definitive guide to selecting your primary integrated supply chain partners and realizing your full package innovation return on investment potential.

<b>I. Innovations Across the Value Chain</b> <ul style="list-style-type: none"><li>a. Consumer Trends Driving Package Innovation</li><li>b. Supply Chain Trends Impacting Package Innovation</li><li>c. Service Provider &amp; Retailer Trends Impacting Package Innovation</li></ul>	<b>XIV. Funding &amp; Selecting Innovation Projects</b>
<b>II. Executive Summary</b> <ul style="list-style-type: none"><li>a. What's Driving Package Innovation</li><li>b. Leading Companies in Product, Technology, &amp; Package Innovation</li></ul>	<b>XV. Selling Innovation Within Your Organization</b>
<b>III. Study Methodology</b> <ul style="list-style-type: none"><li>a. Decision-maker Interviews</li><li>b. Primary &amp; Secondary Package Innovation Research</li></ul>	<b>XVI. How To Lead &amp; Manage Package Innovation Projects</b>
<b>IV. An Overview of the Status of Packaging</b> <ul style="list-style-type: none"><li>a. Innovation At Consumer Packaged Goods Producer Companies</li></ul>	<b>XVII. Package Innovation Best Practices &amp; Tools</b>
<b>V. Packaging Innovation Report (PIR) Survey Findings &amp; Highlights</b> <ul style="list-style-type: none"><li>a. Stage-gate (Versions of Stage-gate)</li><li>b. Funding for Innovation</li><li>c. Successfully Selling An Innovation Idea</li></ul>	<b>XVIII. Innovation by Function &amp; Involvement</b>
<b>VI. The Packaging Innovation Pipeline</b>	<b>XIX. Supply Chain Innovation</b>
<b>VII. Defining Innovation</b>	<b>XX. Package Innovation &amp; The Consumer – Test Methods &amp; Checklists</b>
<b>VIII. Why Innovate?</b> <ul style="list-style-type: none"><li>a. Using Package Innovation To Deliver Top-line Growth</li><li>b. Benefits &amp; Consumer Relevance Relative To The Cost of Innovation</li><li>c. Using Case Studies To Sell Package Innovation</li></ul>	<b>XXI. Key Innovation Development Tools</b>
<b>IX. How CPGs Organize To Innovate</b> <ul style="list-style-type: none"><li>a. Examples of Criteria for Speed-to-market Programs</li><li>b. Examples of Criteria for Innovative Projects</li><li>c. Best Practice Organizational Structures</li><li>d. Protecting Innovation Resources</li><li>e. The Stage-gate Process</li></ul>	<b>XXII. Package Material Innovations</b> <ul style="list-style-type: none"><li>Rigid/Flexible Plastic</li><li>Paper/Paperboard</li><li>Glass</li><li>Metal</li><li>Biopolymers</li><li>Radio Frequency Identification (RFID)</li></ul>
<b>X. Involving The Entire Value Chain in Collaborative Innovation</b> <ul style="list-style-type: none"><li>a. PTIS Integrated Value Chain Model</li><li>b. Applying the Integrated Value Chain Approach</li></ul>	<b>XXIII. Packaging Innovation Case Studies</b> <ul style="list-style-type: none"><li>CPGs</li><li>Suppliers</li><li>Retailers</li></ul>
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\*For a comprehensive Table of Contents, including a complete listing of Charts, Tables, & Figures, click on [www.packstrat.com](http://www.packstrat.com), then on Reports and the Package Innovation Report button.

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## About the Authors

PTIS principals, Dr. Michael Richmond and Brian Wagner, bring a combined half-century of experience to bear in helping top-tier consumer packaged goods companies, package suppliers, and trade associations achieve their desired results through strategic organization, new growth, and productivity initiatives.

Packaging & Technology Integrated Solutions (PTIS) has earned a reputation as the packaging industry's premier tactical assessment and strategic problem solving organization.

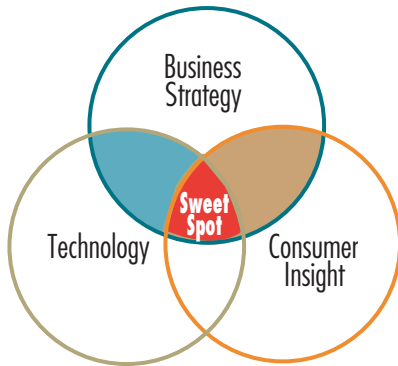
Prior to co-founding PTIS, Dr. Richmond led packaging organizations at Kellogg's and Kraft, where he was responsible for developing and implementing technology discovery efforts and global packaging innovation. He is also a former Assistant Professor at Michigan State University's School of Packaging.

Also a PTIS co-founder, Brian Wagner is the former manager of Global Cereal Packaging Innovation for Kellogg Co. and Sara Lee Corp. He co-developed and instructs an on-line Master's course Value Relationships In Packaging at Michigan State University.

Ms. Kimberly Lynn M.S. is a co-author of the study and has worked for Kraft and General Mills in packaging leadership roles. She currently leads the packaging efforts for Target's private label food business.

Richmond and Wagner are also co-authors of Packaging Strategies' blockbuster "Contract Packaging" multi-client study.

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To Hit The Package Innovation Sweet Spot**



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