



## PTIS Update – Spring 2018

Providing business and technical decision makers with relevant and focused information, knowledge, insights, and capability to create value through packaging in a global market.

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Over four months have passed since the new year began! It has been a busy time at PTIS with a surge in client focus on strategic growth for organizations across the value chain. The bottom line is still equally important and we believe there are a number of drivers at play indicating a trend toward increased value for packaging as a strategic lever. The following is a sampling of recent client work:

### PTIS Major Programs:

- **Global Organization Benchmarking and Strategic Growth Roadmaps:** PTIS recently completed a global packaging organization assessment and strategic multi-year roadmap for a Fortune 500 company to identify strengths; where to apply best practices and how deploy global centers of excellence to improve synergy and resource leverage.
- **Market Strategies and Opportunities Assessment:** A global raw material provider in the packaging space engaged PTIS to develop an actionable strategy to significantly change the growth trajectory for one of their business units with a goal to double revenue and profits. This work required identifying out of the box solutions and transforming the business from technical commodity sales to consumer and channel benefit delivery.
- **e-commerce Packaging Strategies:** With e-commerce outpacing all other channel sectors in growth, it is an area of opportunity for many companies. PTIS took the lead to provide an understanding of key trends and best practices in e-commerce packaging today, as well as lead the development of a longer-term strategy around e-commerce packaging opportunities over the next 5+ years for a division of a Global Fortune 150 company.
- **Packaging Asset Strategies:** PTIS recently built a comprehensive packaging asset and operations strategy for an industry leading contract manufacturer to enable top-line and bottom-line growth. The strategy incorporated changes to both processing and packaging to ensure line balancing and the elimination of packaging as the capacity constraint.
- **Sustainability Assessment Drivers:** The Flexible Packaging Association (FPA) published a new report on sustainable packaging, A Holistic View of the Role of Flexible Packaging in a Sustainable World, which was developed by PTIS. The report provides a holistic view on the sustainability benefits that flexible packaging offers; provides foresight into future sustainability implications for flexible packaging and includes case studies. The report is available for download from the [FPA website](#).
- **Future of Packaging Program:** PTIS and Leading Futurists will once again lead the Future of Packaging program beginning in early 2019. Work has already started to scan the rapidly evolving landscape and identify tipping points and disruptors. Space is limited and it's never too early to secure your sponsorship in this most strategic of programs for the packaging industry. New for the Future of Packaging 2030 program will be:

- Disruptive business models: digital transformation, brands, value chain, technology and beyond
- Moving from e-commerce to omnichannel to next commerce and blockchain type economies
- Packaging systems enabled by the last 10 years of revolutionary science and technology
- Packaging Maturity Model advancements
- Globalization, regionalization scenarios defined for action
- The new value of packaging: The global packaging economy
- Industry 4.0 and Packaging 4.0 intersections and directions forward
- Packaging work and processes in 2030 will be transformed
- Regulations and legislation for packaging redefined
- Sustainability in 2030 – Circular Economy and Material disruptions to status quo
- Moving from past best practices to next practices
- To learn more, or secure your Future of Packaging sponsorship, contact Mike ([mike@ptisglobal.com](mailto:mike@ptisglobal.com)) or Todd ([todd@ptisglobal.com](mailto:todd@ptisglobal.com))

## **News**

### **Packaging & Processing Hall of Fame Nominations Open**

PTIS Principal Mike Richmond will be a judge for the PMMI Packaging & Processing Hall of Fame nominations. To learn more about hall of fame and nomination process, see the Press Release [here](#).

### **PTIS radio interview on flexible packaging recycling through store drop-off program**

PTIS's Todd Bukowski was interviewed on the local NPR station (WEMU) about a new flexible packaging recycling initiative coming to Ann Arbor utilizing the grocery store drop-off program. To hear the interview, [click here](#).

## **Closing Thoughts**

With so much change and disruption in and across the Packaging Value Chain it is imperative that Organizations elevate the importance of packaging to take advantage of the many opportunities that packaging affords and create a Packaging Positive Future for your organization. With the help of our colleagues at Leading Futurists we have mapped out the futures for packaging and are happy to discuss how you can be better prepared for these futures.

We encourage you to explore the PTIS website for additional information on our proprietary & future focused Integrated Packaging Value Model (IPVM) and other informative articles on PTIS and the packaging industry [www.ptisglobal.com](http://www.ptisglobal.com)

