

PTIS Update – Fall 2018



Can you believe there is only one quarter left and it will be 2019! The good news it has been a very busy year for all of us associated with packaging. There is more going on in packaging across the entire value chain than we have ever seen. That is good and bad: good because it means lots of work and new opportunities are moving forward; bad because there is so much noise in the system that it is hard to get the clarity and insight to be able to set direction. That is why strategy, best practices and trends work has been at the forefront of our 2018 work. There has also been a lot of focus on contract packaging/contract manufacturing (CPCM), technology developments, asset management, e-commerce and sustainability/Circular Economy (CE). The years ahead will be very different for the packaging world with so much change coming – we also have the millennials and Z's playing a major role in the workforce of the future. Foresight, strategic platform focus, and collaboration will help us all succeed.

News



Future of Packaging 2030

PTIS and Leading Futurists are once again leading the next iteration of the Future of Packaging. The program helps companies use foresight to plan for the future, rather than responding to trends. The first meeting will be held on January 29-30, 2019 in Austin, TX with the second of the three meetings being held at Microsoft's awesome campus in WA. To learn more about the program or reserve your spot, please contact [Mike](#) or [Todd](#).

Amazon's push toward Frustration Free Packaging (FFP)

Amazon recently [announced](#) they are incentivizing companies in the durable goods, consumables (paper towels, cleaning products), and soft goods (ex. shoes) that are over 18"x14"x8" or weigh over 20 pounds. The incentive is only good for packages that certify for FFP guidelines by July 31, 2019. There is financial disincentive of \$1.99/ unit after August 1, 2019 as well. Even if you're not impacted, it does show a change in tactic by Amazon to drive e-commerce packaging – and you should start preparing now. Contact [Todd](#) or [Brian](#) to learn how PTIS can help you navigate the e-commerce packaging world.

Private Equity Investment Work

PTIS has developed a strategic relationship with Kingfish Group, a private investment group in San Francisco. One of the efforts is aimed at identifying packaging companies that are focused on the value and importance of sustainability. Kingfish offers a variety of investment options so please contact [Mike](#) if you would like to discuss private investment needs for your organization.

Trends to Opportunities workshops

PTIS workshops were developed to increase the understanding, value and importance of packaging as a key part of the integrated solution. The professionally facilitated workshop is designed to deliver new trend and opportunity insights across the value chain and to identify new growth and productivities using PTIS's unique tools and processes. You will leave with over 100 new opportunities that cover both strategic and tactical opportunities.



Packaging Asset Strategy

PTIS is leading another multiyear Packaging Asset Strategy for a major food manufacturer to determine optimal placement of packaging assets to reduce total delivered costs. The project will also assess opportunities to extend their capabilities for both in-house packaging needs and provide external contract manufacturing and/or contract packaging services.

Global Competitive Packaging Assessment

Conducting a comprehensive global benchmarking assessment of client primary and secondary packaging vs. competition is helping our client understand where they are advantaged and have opportunities to reduce packaging system costs through design, processing, and material specification changes.

Contract Packaging Best Practices

A long time PTIS client identified gaps in their internal business tools, processes, & people skills when working with contract manufacturers and contract packers. The client requested an assessment to clarify the opportunities along with providing actionable recommendations leveraging industry best practices.



Pack Expo Chicago 2018

The PTIS team will be at Pack Expo from October 14 – October 16. Please let us know if you will be around and would like to meet. We always enjoy seeing new and old friends at the show!

The Packaging and Processing [Hall of Fame](#) is welcoming 5 new inductees

Congratulations to Tim Bohrer, Keith Pearson, Michael Okoroafor, Susan Selke and Chuck Yuska for their induction into the Packaging and Processing Hall of Fame. The induction ceremony is to be held at Pack Expo on October 15.



New Flexible Packaging Association (FPA) report on sustainability

A new report for the FPA, authored by PTIS, titled “*A Holistic View of the Role of Flexible Packaging in a Sustainable World*” is available for free download at the [FPA website](#). The report provides an overview of the role that flexible packaging plays, as well as takes a future view of both opportunities and challenges for flexible packaging.

PTIS Presentations

Todd will be presenting at the [SPE FlexPackCon](#) conference in Phoenix on October 31. His topic will be on *A Holistic View of the Role of Flexible Packaging in a Sustainable World* – looking at the benefits, opportunities and challenges for flexible packaging as it relates to sustainability.

Closing Thoughts

As we said earlier this has been a busy and fast paced year with lots of focus on packaging innovation and productivity as well as the bigger role packing will (and does play) in enhancing brand equity - and beyond. We also see many challenges ahead and don't believe leaders will survive without developing consumer/customer insight and foresight along with key collaborations going forward. Now is a great time to get ready for 2019 and be sure to also consider various scenario options as change can and will happen fast! Are you ready for the future of packaging?

Quotes:

“When you arrive at a fork in the road, take it” – Yogi Berra

“If you don't know where you are going, any road will get you there” – Lewis Carroll

"Society is demanding that companies, both public and private, serve a social purpose. To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society." - Larry Fink, CEO, Blackrock Financial

“Always remember that you are absolutely unique. Just like everyone else” - Margaret Mead